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'shopping list'
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**Registration
year: concern
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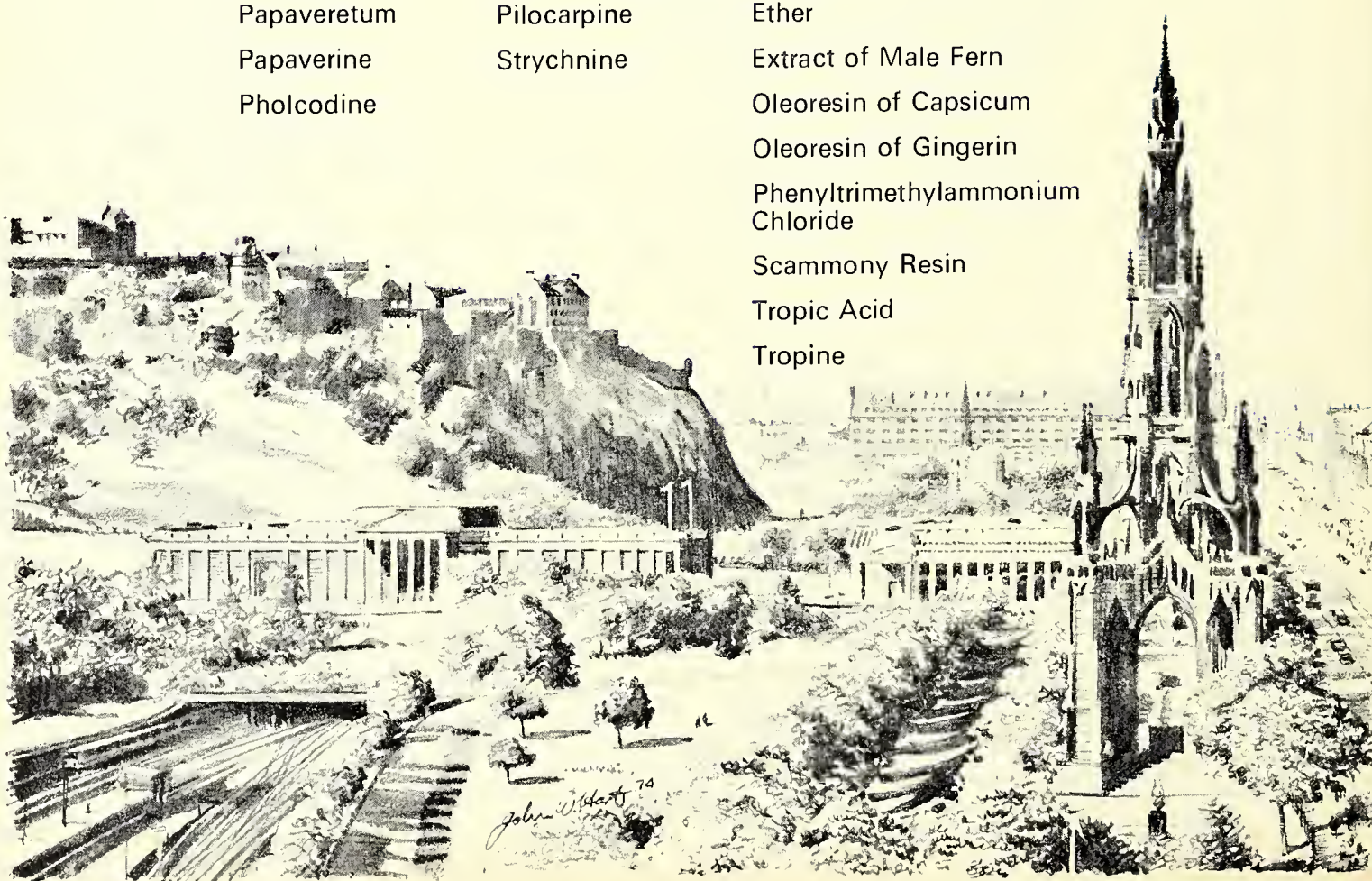
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Chemist & Druggist

The newsweekly for pharmacy

8 May 1976 Vol. 205 No. 5014

117th year of publication

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Comment

Confidence crisis

The Labour Party discussion document "Public control of the pharmaceutical industry" (p684 and last week, p616) cannot but do incalculable harm to the industry so long as it lies on the Party's "table"—and so long as there is prospect of the Party remaining in government.

We have seen recently in the stock and money markets how sensitive investors are, and what investor would not be sensitive to the prospect of takeover, perhaps after his company had been weakened by a State competitor? For let there be no mistake, the take-over by the National Enterprise Board of "at least one UK owned company with a substantial interest in pharmaceuticals" (which produced last week's headlines) is but the hors d'oeuvre.

The discussion document makes this very plain: "Once established in the field the NEB can then try to expand the public sector both through internal growth and acquiring more companies or divisions of companies." Targets for such expansion include companies too small to make a useful contribution to research and development on their own, and UK subsidiaries of foreign-owned companies. "Clearly we would very much welcome the new publicly-owned company choosing to expand in this way, provided that such a course makes sound industrial, commercial sense. We would certainly not support the takeover of acknowledged lame ducks, whether foreign owned or otherwise."

This is a recipe at best for stagnation in the industry—the very opposite of what the document claims is needed—and at worst for creeping paralysis.

However, the document does seek to provide answers to some of the industry's arguments against public ownership. For example: Multi-national companies would take their research overseas (*reply*—many staff might prefer to stay and work in an environment in which profit maximisation is not the only guiding force); drugs would have to be imported or produced expensively under licence until their patents ran out (*reply*: most companies are multi-product and would not wish to cut themselves off from the UK market for their other products); public ownership would be damaging to exports (*reply*: no evidence—Renault is publicly owned!).

The Association of the British Pharmaceutical Industry's initial reply to the document does little more than restate the industry's familiar case, however. Surely with something more concrete than political dogma to attack, the response must now be all the more devastating. This is the stage at which the proposed Labour policy must be shown unworkable—and quickly!

Finally, should pharmacists outside the industry lack concern about its future, we add one further quotation from the document: "The wholesaling and retailing sectors of the industry's products were deliberately excluded from the study, however these are important areas where greater public control may also be exercised and the possibilities here should be studied." A chain reaction, once started, might be difficult to halt.

ABPI president talks of 'sinister proposals'

The Labour Party report on the pharmaceutical industry with its recommendation that the National Enterprise Board should acquire at least one major British pharmaceutical company had sinister implications especially in view of the Government's declared intention not to repeal Section 41 of the Patents Act in spite of the Banks committee's recommendation, said Mr S. M. Peretz, president of the Association of the British Pharmaceutical Industry, at the annual dinner on April 29.

He added "This statement will almost certainly lead to discouragement of investment in the UK by both foreign-owned and by British companies. This policy simply cannot be on all fours with the Government's recently announced industrial strategy, which is designed to add to our industrial resources by stimulating investment and building up confidence. The report will have exactly the reverse effect. It is surely imperative that wiser counsels should prevail and that the efforts in support of our economy by a successful industry should be reinforced rather than discouraged by the threat of nationalisation."

Industry all too often appeared on the defensive, "which is a pity for I believe we have much to be positive about, not least for the major contributions we have made and are making to world health." He went on "It is worth reminding ourselves that nearly all the pharmaceutical discoveries that have literally made a difference of life and death to people all over the world, have been developed by the private sector of the pharmaceutical industry in the last 30 years." There was still much to be done and without continued research there was no prospect of either making progress in those disease areas where no effective remedies existed or of making existing medicines safer and more effective."

Record profits

Last year his predecessor, Reg Hoare, announced that the industry's exports in 1974 had reached £300 million and that its balance of payments surplus for the first time had exceeded £200 million. "I am very proud to record that in 1975 our exports increased by 24 per cent to an all-time record of £373 million and our trade surplus, that is to say the excess of exports over imports of pharmaceuticals, increased by no less than 32 per cent to another record figure of £276 million."

This ratio of exports to imports of 4:1 in 1975 was the second highest achieved by any country in the world. The industry's trade surplus of £276 million represented one-third of the entire trade surplus for the UK chemical industry.

These record export achievements were the result of massive investment in plant, machinery and knowhow by the UK in-

dustry, including subsidiaries of overseas companies that had sufficient confidence in the future of Great Britain to use this country as an export base. The export achievement was also the result of developing marketing skills on an international basis in a field where worldwide competition "could not be more tough."

Mr Peretz continued "In pharmaceuticals at least, the British genius for invention has been matched by marketing skills to the point that we are now in the top two or three exporters of pharmaceuticals in the world."

"I am sorry to say that there still exists in some quarters, especially in Government and academic life, the curious idea that whereas the process of research, development and manufacture are to be commended and admired, there is something unsavoury about the whole process of marketing, promotion and selling."

Less spent on promotion now

During the last year the industry had been under attack by the Department of Health on the subject of its UK promotional and advertising costs, despite the fact that those costs were already materially lower as a percentage of sales than in any other country in the Western world. Whereas prices to the NHS were controlled under the VPRS system by Government, promotional costs had been affected by inflation, yet the industry was spending something like 17 per cent less on promotion today than it was 5 years ago. "I believe it bears repetition to state the self-evident truth that there is no possible

point in inventing new and better drugs if you do not bring them to the attention of the medical profession . . . There is a curious idea often argued by Government that it is alright to use these marketing skills on foreigners as long as you don't use them in the home market."

Lord Todd replying on behalf of the guests said that there were no advances in the pharmaceutical industry that could be made without risks. What had to be decided upon was the levels of risk and investment that were needed and to adopt policies to maintain those levels. (Further details of Labour proposals on p684.)

Companies need to be better communicators

Too many people rate businessmen as highly as the wartime spiv, said Lord Watkinson at the British Chemical and Dyestuffs Traders' Association annual luncheon on April 28. He added that the economy of the country depended entirely on those who worked hard and built profits. "Take that away, and our society collapses." Companies should try to be better communicators to their employees and to the rest of the country. "We should say that everything begun and ended with free enterprise and that manufacturing industry could not thrive without profits." Attempts should be made to convince the Government of the need to release the shackles of price controls and to "drop dialectics and get on with the national job of surviving."

When proposing the toast "our guests", Mr R. J. Buckland, chairman of the Association, said that in 1970 there were 78 members and the current figure was 111. Nevertheless, there had been such overwhelming support for the luncheon and "about 900 were fairly comfortably seated". He reported that the Association had an important role to play in European affairs, particularly as Brussels was an increasing source of Directives; the Association's members were also increasingly influencing the UK representatives in Brussels.



Pharmacist prizewinners of a recent Vichy (UK) Ltd display competition were shown round the company's premises at Vichy, France, last week. Arriving at the factory are, left to right: P. J. M. Vadon (managing director), D. Stephens (Bristol), A. C. Morgan (Halstead), D. Fleming (Cork), T. R. Miller (Dublin), W. R. Peake (Oldham), F. A. Rundle (sales manager), S. H. Bryson (Dunoon), Mrs M. K. Campbell (Henley-on-Thames), T. S. Longden (Sheffield), P. Janssen (Bedford), Mrs J. Dawson (Birchington) and Mrs V. Noyes-Thomas (Vichy public relations)

Price checks on diabetic foods

The price of diabetic foods in pharmacies is being checked by the British Diabetic Association and members of Lambeth Consumer Council.

Volunteers note the prices of selected items in about 12 Lambeth pharmacies once a month to see if the foods are becoming cheaper—the Price Commission report on these products last year said the cost of the sorbitol used would fall. The six month survey began in January and the information collected so far has not been collated, but a report should be published this autumn. The volunteers are also noting whether diabetic foods are displayed next to slimming aids.

The BDA is hoping that other consumer councils will take part in the scheme. When asked whether manufacturer's prices were also being monitored, a spokesman from Lambeth Consumer Council said no, but such a survey might be considered when the present one was completed.

Council candidate wins Australian appointment

Mr C. C. B. Stevens, a member of the Pharmaceutical Society's Council and a candidate in this year's Council election, has been appointed executive director of the newly-formed Pharmaceutical Society of Australia. The new Society covers all of Australia with the exception of New South Wales.

Support for Numark regional promotions

Strong support for Numark regional promotions and advertising was expressed last week by members of a new "franchise committee" established by wholesalers L. Rowland & Co Ltd, Wrexham. The committee has not yet decided whether television or Press advertising would be the more appropriate—if television, it is hoped that the neighbouring franchise operated by H. B. Dorling would co-operate so that both the Granada and Wales and West channels could be used to support some 300 Numark pharmacies. Dorling were holding a meeting of their Numark members this week, from which it is possible that a Lancashire "franchise committee" might emerge.

The Rowland committee comprises eight

Mr John Oliver, chairman and managing director of Enterprise, distributors of Petri cameras, presents an inscribed silver bowl to Kathy Pattinson and Mr F. Harrison of I. L. & J. L. Robson, Carlisle, Petri dealers of the year (photo courtesy of Cumberland Newspapers Ltd)



pharmacists from different parts of the franchise and three representatives from L. Rowland & Co Ltd. Like other Numark franchise committees, its prime object is to involve members in the affairs of the franchise and provide the wholesaler with the representative view of their retailers. Retailer members are Mr W. G. Griffiths, Anglesey; Mr J. W. Hughes, Wrexham; Mr J. M. Pott, Bangor; Mr P. Roberts, Conway; Mr D. K. Roberts, Rhyl; Mr J. E. Trayler, Rhyl, and Mr M. Weinronk, Eastham, Wirral.

Counter bags go 'national'

The committee has also given a warm welcome to new Numark counter bags which are being introduced in the franchise. "The bags will add to our ability to get the Numark image over to the consumer with every purchase", Mr Maurice Ellerton, Rowland's Numark director, told *C&D*. The go-ahead for the distribution of the bags nationally was given this week, it is understood.

Now Kodak file suits over patents in Canada

Following last week's revelation (p617) that Polaroid Corporation had filed a suit against Eastman Kodak claiming infringement of its patents, it has now been reported that Kodak Canada Ltd have filed actions in Canada seeking to invalidate some Polaroid patents there. It is understood that nine patents are involved in the Canadian action—filed by Kodak on April 13—and they relate to instant photography, film and cameras. Kodak's new instant picture photographic system is due to be marketed in Canada this month.

Young miners fail to get scripts dispensed

Seven per cent of prescription forms issued in a Yorkshire mining village were not presented for dispensing at pharmacies. A survey, reported in last week's *British Medical Journal*, found that people least likely to present their prescription forms were men aged 25-34 years, particularly those who were miners.

To get sickness benefit these men had to consult a doctor but the medical content of the visit was considered irrelevant

and the medication rejected, the authors conclude. Children and old people nearly always presented their prescriptions, as did those needing cardiovascular drugs, moderate or strong analgesics, hypnotics, sedatives, tranquillisers and antidepressants.

□ Further work by the Boston Collaborative Drug Surveillance Program, USA, confirms earlier evidence that regular aspirin use could reduce the risk of acute myocardial infarction, although a report in last week's *British Medical Journal* says data continues to be "provocative".

Role for pharmacists in taking blood pressures?

Professor Paul Turner, member of the Pharmaceutical Society's Council, believes pharmacists have an important role to play in taking blood pressure measurements. He was quoted in *The Observer* on Sunday as saying: "I'm in favour of people having their blood pressure tested for a small fee [in pharmacies] so that many more with high pressure but no symptoms might be detected." He felt that even if more general practitioners gave routine checks not enough people would be covered. The Society was quoted as having no objection in principle to pharmacies carrying equipment required.

EEC proposals to reform multinationals' accounts

The EEC Commission has unveiled proposals for a comprehensive reform of the accounting practices of multi-national companies and large national groups, according to an article in the *Financial Times* last week. The proposals are understood to require companies which constitute a group to prepare one set of consolidated accounts covering all the operations of the companies in the group.

The *FT* article quotes Mr Finn-Olav Gundelach, commissioner in charge of company law, as describing the proposals as a means of providing the information necessary to safeguard the interests of shareholders, workers, creditors and society. "The multinationals have transgressed the legal confines of a national system. We are erecting a new system on a broader basis".

In this issue, pages 555 to 582 should be numbered 655 to 682 and pages 546 and 591 should be 646 and 691 respectively.

Strychnine use against foxes proposed

Among changes in poisons legislation proposed by the Poisons Board this week is extension of the permitted use of strychnine to include destruction of foxes in the event of an outbreak of rabies.

The Board has recommended to the Secretary of State changes in the Poisons List and the Poisons Rules as follows:

Carbophenothion to be included in Part II of the Poisons List and in Schedules 1, 5A, 5B, 7(6), 8 and 15 to Poisons Rules 1972.

Fluoroacetanilide (which so far as the Board can ascertain is no longer manufactured or used in Great Britain) to be deleted from Part I of the Poisons List and from Rule 18(2) of and Schedules 1, 7(6), 8, Part III of Schedule 13 and Schedule 15 to the Poisons Rules 1972;

Strychnine. Amendments to be made to Rule 18(1) of and Schedule 13 to the Poisons Rules 1972 to enable authorised officers of the Minister of Agriculture, Fisheries and Food and of the Department of Agriculture and Fisheries for Scotland to purchase strychnine for the purpose of killing foxes in the event of an outbreak of rabies. This recommendation is consequential on the provisions of Section 1(2) (e) of the Rabies Act 1974, which empowers the Minister of Agriculture to provide by Order, in the circumstances to which section 1 of the 1974 Act applies, for the destruction of foxes by methods which would otherwise be unlawful, and of Article 10 of the Rabies (Control) Order 1974 in which that power is exercised. It is proposed that the authority to purchase the poison will be in the form of a certificate, similar to that now used for purchasing strychnine to kill moles.

The Secretary of State is considering making a Statutory instrument to implement these proposed changes. Objections or observations should be sent by May 28 to the Under Secretary of State, Home Office (Drugs Branch), Room 215, Romney House, Marsham Street, London SW1.

Arsenites

Potassium arsenites and sodium arsenites. The Poisons Act 1972, which will supercede the Pharmacy and Poisons Act 1933, will be implemented simultaneously with Part 3 of the Medicines Act 1968. It will exercise control only over non-medicinal poisons (ie poisons which are not medicinal products). In anticipation of this legislation coming into force, the Poisons Board has recommended that potassium arsenites and sodium arsenites, which as ingredients in sheep dips and sheep washes will be subject to control under the Medicines Act 1968, be deleted from Part II of the Poisons List to be made under the 1972 Act. When present in non-

medicinal poisons they would then be subsumed under the generic heading of "arsenic; its compounds, etc." in the revised Part I of the Poisons List already circulated for consultation (*C&D*, June 21, 1975, p815).

The Secretary of State is considering including this proposed change in the Statutory Instrument, to be brought into force simultaneously with the Poisons Act 1972, to implement those changes. Objections or observations should be sent to the above address by May 28.

Contraceptive law reform suggested by Dr Fitz-Gerald

The Irish Minister for Foreign Affairs, Dr Fitz-Gerald, last week suggested that reform of the law on contraception could be one of some "necessary" legal changes.

In a wide-ranging speech on the relationship between church and state, Dr Fitz-Gerald argued that "certain steps need to be taken in the reasonably near future in order to protect and advance the rights of individuals and groups in our state, in order to eliminate legal anomalies that are damaging to respect for law, and in order to remove such basis as may now exist for the charge that the Constitution and laws of the Republic are unduly influenced by the teaching of one church." One of those changes, could be reform of the law on contraception removing the present ban on contraceptives that are not abortifacient.

Earlier he had suggested that in the Republic there was a majority view in favour of such a change in the law. Family planning clinics were operating without creating much controversy in a number of centres.

Westminster report

Price control to remain for over 12 months

Price control will be kept in being for 12 months from the end of July to run parallel with any voluntary wage agreement, the Prime Minister said on Tuesday. But he added that the profits of many firms were already below the reference level to which they were entitled—which was "not a factor that should cheer any one of us." Mr Callaghan said it was necessary to step up investment, which must be financed by companies securing an adequate return on capital employed.

Mr Norman Tebbit suggested that if drug companies were to look at the compensation being offered in the aerospace industry under the Government's nationalisation proposals "they would have no cause whatever to make any further investment." He called on the Prime Minister to remove the threat of nationalisation from the drug industry and warned of the danger to jobs. The debate being on the Chancellor's television speech, Mr Callaghan refused to be drawn.

Further reassurance on patent convention

The Government hopes that time will be found early next Parliamentary session for a Bill dealing with all the changes that will be needed in the patent system during the next few years.

Mr Clinton Davis, Under-Secretary of State for Trade, reassured the Commons during an adjournment debate last week, that the Government accepted the case for early ratification of the European Patent Convention in the UK and would fight to get legislation on the statute book as soon as possible. Earlier, Mr Michael Neubert, had warned about loss of foreign currency earnings if the delays continued, saying that France, Germany, Holland and Italy were already moving towards ratification.

Mr Davis pointed out that the Bill, even though short, would probably be very complex. It would have to add to the Patents Act 1949 the obligations imposed by the European Patent Convention, which would involve a European patent in the UK having the effect of a UK patent; the validity criteria for a European patent would differ from those of the weaker UK patent; and protection rights for a European application would have to be provided much earlier than for the present UK application.

Scottish script costs

The average cost of an NHS prescription dispensed by chemists and appliance suppliers in Scotland was £1.47 in the 10 months up to January 1976. That was stated in a written Commons answer last week by Mr Harry Ewing, Under Secretary of State for Scotland, who gave the corresponding figures for previous years as £0.556 in 1966-67, and £1.115 in 1974-75.

Answering a further question, he stated that the pharmaceutical services in Scottish NHS hospitals cost £4.92m (5.8 per cent of Scottish hospital expenditure) in 1966-67, £7.68m (5.8 per cent) in 1970-71, and £15.48m (5.4 per cent) in 1974-75. Expenditure on both hospital and general pharmaceutical services in Scotland during 1966-67 was £20.7m (16.4 per cent of total Scottish NHS expenditure); in 1970-71 it was £29.4m (15.2 per cent) and in 1974-75 £51.3m (12.1 per cent).

Use of Eraldin

Dr David Owen, Minister for Health, stated in a written Commons answer this week that experience with Eraldin illustrated the great importance of doctors reporting suspected adverse drug reactions to the Committee on Safety of Medicines. He outlined the events leading to the drug's restriction to hospital use only.

Progress of Bills

The Congenital Disabilities (Civil Liability) Bill, which provides new legislative rights of redress where drugs caused prenatal injury, was read a third time in the Commons last week. On Monday, the Finance Bill was read a second time.

□ The Government is to provide £500,000 a year to encourage health authorities to put fluoride in water supplies, Dr Owen told a Commons social services and employment subcommittee last week.

We're telling everyone you've got what it takes to give up smoking.

Give up smoking the same way as you started. Gradually.

Remember your first cigarette?

Chances are it made you feel sick, your eyes water, and your head spun. That was the first cigarette; the second one tasted better and soon you probably began to actually enjoy cigarettes—even to need them.

Most people start the smoking habit like this. Gradually. And we know from research that gradually is the best way to give it up.

Suddenly stopping smoking all too often results in unpleasant side effects such as irritability, nervousness, and undue weight gain.

The MD4 stop smoking method is designed to remove these side effects, because your body has time to adjust gradually to the controlled reduction of nicotine intake.

The MD4 method is used over a period of eight weeks. During that time you actually continue to smoke normally, only you smoke through a series of condensation filters.

There are four condensation filters in a pack of MD4. Each one should be used for two weeks before moving on to the next.

Before you inhale it, the smoke is first diluted with an entering through a small filter vent, which increases in size from the first to the fourth filter. The mixture then passes into the condensation chamber where the vapours condense in a swirling motion, causing the particles

of tar and nicotine to form into larger droplets until they are deposited in the chamber of the filter.

The first filter reduces the tar and nicotine inhaled by 30%, the second by 60%, the third by 70%, and the fourth and final filter by 80%.

In these four easy stages, your body is able to adjust gradually to the reduced intake of tar and nicotine.

This in turn means you should be able to take the fifth and final step with a minimum of willpower and stop smoking completely.

Of course MD4 is an ideal way to smoke more safely. When cleaned regularly condensation filter number four can be used indefinitely to reduce tar and nicotine intake.

But the main objective of MD4 is to help you to give up smoking completely without side effects. If that is your aim, MD4 could be all the help you need.

MD4 - Stop smoking without undue stress.

Available only through chemist outlets.



Until MD4 all you could recommend was willpower.

Smoking is not only a harmful habit, it is also a notoriously difficult one to break.

Even when faced with health problems caused or aggravated by smoking, such as asthma, bronchitis and emphysema, heart disease, patients still find it hard to follow their doctor's advice to stop smoking.

In fact out of those who attempt to give up smoking, more than 70% fail. They fail because they have become addicted to the nicotine content of cigarettes, and, as with any form of addiction, when the nicotine intake is stopped suddenly they frequently experience unpleasant withdrawal symptoms which in turn force them to return to the original habit for relief.

The fear of these side effects often prevents would-be non-smokers from even attempting to give up. They can't face the thought of what they will have to go through in order to break the habit.

Now Miles, a leading company in the fields of health care and nutrition have introduced MD4, a new stop smoking method designed by a team of doctors to work gradually over a period of eight weeks.

Gradually is the key word here, because during the eight week course the body is given time to adjust to the reduced levels of tar, nicotine, and carbon monoxide intake.

With MD4 the patient continues to smoke through a series of condensation filters. A course of MD4 consists of four filters. Each one should be used for two weeks before progressing to the next. Supervision is not required during the course as simple instructions are provided with the filters.

The smoke is first diluted with an entering through a small filter vent.

The mixture then passes into a condensation chamber where the vapours condense in a swirling motion causing tar and nicotine droplets to coagulate into larger droplets until they are deposited from the turbulent smoke in the chamber of the filter.

In this way a proportion of tar and nicotine is filtered out of the smoke before it reaches the lungs of the smoker. The first filter reduces the tar and nicotine inhaled by 30%, the second by 60%, the third by 70%, and the fourth and final filter by 80%.

At the same time carbon monoxide in the inhaled smoke is reduced progressively until 80% reduction is achieved with filter number four.

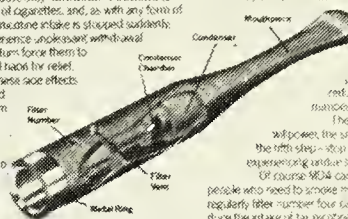
Then, with a minimum of willpower, the smoker should be able to take the fifth step - stop smoking - without experiencing undue side effects.

Of course MD4 can be extremely helpful to people who need to smoke more safely. When cleaned regularly filter number four can be used indefinitely to reduce the intake of tar, nicotine and carbon monoxide by 80%.

But the main aim of MD4 is to help people to give up smoking completely without the use of drugs and without undue stress, which is why MD4 will bring new hope to those who suffer because they smoke. MD4 is available now from retail chemists only.

Recommended MD4 - the safe solution to the smoking problem.

Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough SL2 4LY, England.



Consumer Press

Medical Press

MD4

The new scientific and progressive stop smoking method.

stop smoking without undue side effects

Stop smoking in four 2-week stages

How the MD4 stop-smoking method works

MD4 is a new and effective stop smoking method. Please take a leaflet

MD4 stop smoking

MD4 is a new stop-smoking method from Miles Laboratories with a potential market of 20 million smokers and a promotion budget of £300,000, which makes it the first ever anti-smoking product to be so heavily promoted.

MD4 is now a money spinner in the US and on the Continent, and here it has already been well received by the major chemist outlets.

Because it is not a drug, you can safely recommend MD4 to all your customers. It consists of a series of scientifically designed filters. An eight week course retails at £4.95 and provides a progressive reduction of tar, nicotine and carbon monoxide intake and is designed to minimise unpleasant withdrawal symptoms, usually associated with giving up cigarettes.

The launch period is now under way with intensive consumer advertising in Readers Digest, The Sunday Times and Observer Colour Magazines, Woman, Sunday Express, Daily Mail, TV Times, Evening Standard and Medical advertising in General Practitioner, World Medicine, British Journal of Hospital Medicine and Irish Medical Times. In addition, support for the product will be sustained through mailings to the medical profession, PR programmes for consumer and medical press.

Make sure you take full advantage of the MD4 point-of-sale material. Six packs are supplied in a display outer with leaflets. Counter cards and till stickers with leaflets are available from Miles. To reorder MD4 contact your usual wholesaler.

Miles Laboratories Ltd Stoke Court, Stoke Poges, Slough S42 4LY



Scottish Executive concerned over preregistration places

The Pharmaceutical Society's Scottish Executive has been concerned to find ways of extending the range of potential employers of students undergoing preregistration experience, according to the Executive's annual report.

The report notes that all Scottish graduates who wished to do so finally found places for preregistration experience in 1975. However, as Scotland produces more pharmacy graduates in proportion to its population than England and Wales, any national shortage of places is likely to affect Scotland first. The Executive has reported that so far it has not proved possible to provide any additional means whereby proprietor pharmacists or small multiple companies may be encouraged to employ preregistration students.

The Executive noted that, under the authority of the Society's Council, the Scottish Department had in recent years assumed a degree of independent action somewhat in excess of that strictly specified in the bye-laws. It was considered that such a change of function should be formally recognised by appropriate amendments to the bye laws at the first convenient opportunity.

The Scottish Health Services Planning

Council has approved the formation of a working party to review general practice pharmacy in Scotland. It will be chaired by Professor A. R. Rogers and include representatives of the public and other professions as well as pharmacy. The Scottish Department and the Pharmaceutical General Council (Scotland) have nominated members to the working party.

The report outlines the revised model drug testing scheme which has now come into force. Under the scheme, the original prescription is retained by the inspector, which has the advantage that it may be consulted by the analyst and the Society's resident secretary if there is any case of interpretation of handwriting; also it is readily available as evidence in case of Service Committee proceedings. A second amendment is that a recommendation for Service Committee proceedings will be passed directly to the chairman of the Committee and will not, as previously, be subject to discussion by the health board as a whole. In Tayside only such a recommendation may be considered by the Part IV Services Committee of the Board.

□ The number of members resident in Scotland is 2,959—some 98 more than a year ago.

Drug liaison committees in danger

Many of the former drug liaison committees in Scotland, which have in the past been organised by local authorities are in danger of being disbanded or reorganised on the basis of Local Government regions, the Pharmaceutical Society's Scottish Executive was told at its meeting last month.

Expressing concern at that development, the Executive instructed the resident secretary, Dr J. Chilton, to write to the Area Pharmaceutical Committees asking them to press for the establishment of such committees at health board area level, and for the inclusion of at least one general practice pharmacist on each committee. Chief administrative pharmaceutical officers are to be sent copies of the letter.

Mr A. Roxburgh reported that applications for vacancies in the hospital service for preregistration experience in the Greater Glasgow area greatly exceeded the number of places available. He wondered whether that reflected a general shortage of places for Scottish students. The attention of the Executive was drawn to a report which had been produced for the Society's Education Committee which indicated that there appeared to be no immediate problems in placement of preregistration students in Britain, provided that such students were willing to travel or to work away from their homes. It was also noted that the number of first-year

students in Scotland in 1975 was almost the same as the number in the preceding year.

Redesigned prescription forms have now been issued by all Health Boards in Scotland. Concern was expressed by the Executive that all the old forms had been recalled immediately with a subsequent waste of paper. The revised forms had not replaced the word "chemist" by "pharmacist" but an undertaking had been given by the Scottish Home and Health Department that such an amendment would be made for subsequent reprintings. Executive members in general practice commented that few prescribers seem to be making use of the new "box" for the number of days treatment required.

A letter from the SHHD proposed the issue of proprietary modified baby milks through clinics in Scotland. As a reply had been requested by the Department before the Executive meeting, the office bearers had decided to support the submission of the Pharmaceutical General Council (Scotland) which had objected strongly to any extension of sales from maternity and child health clinics. It was agreed that the Executive should support the proposal of SHHD for a British national meeting of interested parties to be held in London.

It was reported that a letter had been sent to the SHHD proposing that area health boards should reimburse chemist

contractors their payments to collecting agents in addition to the cost of transport involved in collection and delivery services. A reply from the Department indicated it did not favour such an additional payment.

It was reported that the sole pharmacy at Blackbridge, West Lothian, had closed on March 31 and that the Society had only learned of the closure on March 26. It had accordingly been necessary to establish an emergency collection and delivery scheme in advance of approval by the Society's Rural Areas Committee. The scheme commenced on April 1 and was subsequently approved by the Rural Areas Committee and by the Area Health Boards for Lothian and Lanarkshire, both of whom were involved. An informal inquiry to the pharmacist at Harthill who operates the service had indicated that the number of prescription had initially been small but was now increasing.

Drugs campaign in 1977?

The Scottish version of the Society's document "Don't hoard medicines" had, it was reported, been circulated to all concerned bodies and considerable interest had been shown. The Executive noted the proposal from the APC for Argyll and Clyde for a national campaign to be organised in conjunction with the Scottish Health Education Unit. It was decided that such a campaign would be most effective in the spring and that an attempt should be made to organise it in April or May 1977. It was noted that the Scouts organisation had published in their magazine a note discouraging groups from collecting medicine bottles and indicating the hazards associated with this practice.

At the last meeting of the Executive, the inspector had been asked to inquire at pharmacies about the destruction of Controlled Drugs. It was noted from his report that only 12 of the 86 pharmacies examined still carried old or obsolete Controlled Drugs. Of the 74 pharmacies holding only essential drugs, nine were new premises which had never held old stocks, nine had been cleared as a result of burglary, four were cleared as a result of the inquiry and 52 had either never held old stocks or had been cleared by the police or the Society. Pharmacists holding old or obsolete stocks agreed in all cases to take steps to have them destroyed. It was noted that Mr Mackay would continue to inquire at pharmacies whether they hold stocks of obsolete Controlled Drugs and would do his best to persuade those which had to have them destroyed at once.

Dr Chilton reported that advance arrangements had been made for Monsieur Pierre Martinot to present a lecture on monastic pharmacies in France at the inaugural meeting of the 1976-77 session which would be held jointly with the Franco-British Pharmaceutical Commission and the Scottish Society for the History of Medicine. Proposals for the other three meetings were Mr N. D. S. Bell on radio-pharmaceuticals, Professor Campbell, Edinburgh University, Department of Child Welfare, Dr R. Turner on coronary heart disease and a panel of speakers on the subject of anxiety and depression.

It was noted with regret that attendance at the last two evening meetings had been almost embarrassingly small and there was

discussion concerning ways in which this might be improved. It was agreed that the practice of inviting selected guests to meet the speaker in the library before the meeting should be resumed and that special efforts should be made to ensure that the guest list was as varied as possible and included a proportion of younger members.

Other points from the meeting:

□ The Executive decided to support in general terms the representations being made by the Society's Council about the draft regulations to implement Part III of the Medicines Act.

□ The appointments of Mr J. Stewart and Mr J. G. Davies to the National Consultative Committee for Pharmacy in place of two retiring members were confirmed, and it was agreed that Miss E. M. Nicol, staff pharmacist, Raigmore Hospital, Inverness, should be nominated as a replacement for Mr T. H. Furber who had been appointed to post in England.

□ It was noted that the revised Scottish Drug Testing Scheme, which was to have started on April 1, had been postponed until May 1 because of delays in printing the new forms.

□ Dr Chilton reported that the Officer Order of the British Empire had been conferred on Mr D. M. McIntosh of Elgin at a recent investiture.

News in brief

□ The Arthritis and Rheumatism Council last year granted the highest total ever—over £900,000—to arthritis research.

□ A joint working party of the British Medical Association and Royal Colleges and Faculties of Medicine has been set up to examine the ethics of doctors' industrial action.

□ The joint J. Sainsbury and British Home Stores company formed last year to develop hypermarkets under the trading title Sava Centre has received planning permission to build its first store. To be open before Christmas next year, the store—with a 70,00 sq ft sales area—will be built at Washington New Town, co Durham.

□ Gross profit margins of distributors were on average some 1.7 percentage points below their reference levels in the period December 1, 1975, to February 29, 1976, according to the Price Commission's latest quarterly report (HM Stationery Office, £1). Net profit margins for the large category II distributors rose from 51.8 per cent of reference levels in the previous quarter to 72.1 per cent, largely due to seasonal factors and Christmas business.

□ About one ton of drugs was collected in a recent "return unwanted medicines" campaign in the West Sussex area. The organisers feel it was probably the most successful campaign of its kind in the UK on the basis of amounts collected. Local pharmacists are investigating whether any definite patterns emerge, how prevalent is overprescribing and to what extent labelling could help, for example, instructions to discard or return medicines not used after a certain time.

Topical reflections

BY XRAYSER

Management

First impressions on reading your report of the conference of the Institute of Pharmacy Management International left me a little bewildered, for I must confess that I have not completely mastered the vocabulary. Until one does, a complete grasp of what it is all about is impossible to achieve. One must assume that those who become members of an institute of that description have gone through intensive courses of study and are well-versed in their subject. Yet I wish that they would not automatically assume that their readers know what is meant by a financially well-orientated employer, or the fact that management education should be a way of life. Other expressions calling for some form of simplification are "business methodology" and "job situation".

I think I am equal—just—to "point of sale merchandising", but the conclusion Mr G. Calder, deputy chief pharmacist, Department of Health, that multi- or inter-disciplinary training is required and that multi-disciplinary involvement might point to a need for development of modules in middle-management courses, left me in some doubt, especially as he went on to speak of "the desirable modular nature of middle management courses". Mr K. C. Lawrence, director of training, Distributive Industry Training Board, did little to clarify matters by referring to "sector skills", but it seems that his Board has come up with what they call a modular approach.

Mr A. L. Solomons, director, Savory & Moore Ltd, said that the fact that the Institute found it necessary to hold a conference on the theme of management education was a reflection on the Pharmaceutical Society. I think he is probably right, and a first step might be to publish, along with the next calendar, a glossary of some of the terms which appear to be an essential for an understanding of the subject. I have considerable sympathy for Mr A. E. Mills, Bath, who said his school of pharmacy had not the time to offer a syllabus such as had been outlined by one of the speakers, and with his suggestion that there are plenty of other institutions to deal with the application of ideas and theories. Much depends on the nature of the work which is available on registration. The first essential is to furnish a competent pharmacist.

Drug-taking

Your report on p604 providing statistics of the numbers of prescriptions issued for tranquillisers, hypnotics and analgesics illustrates that although there is a measurable change in pattern, the number of people apparently in need of drugs remains much the same. The general picture shows that there is a fall of some 11 per cent in barbiturates, while there is a rise of 10 per cent in non-barbiturates. (There is an arithmetical problem involved which will be appreciated by those who, in another field, have been wrestling with two/twenty-sevenths).

The total number of prescriptions for hypnotics showed a slight fall from 16.8 to 16.7 million, and that seems to be an extraordinarily large number of people requiring assistance. There are, one knows, stresses and strains in modern life, but one wonders if they are any more pronounced than they were early in the century with wars and large scale unemployment. Looking back, it seems that chloral hydrate and bromides, with perhaps valerian, were used only as a short-term measure, though I recall some "regulars" even in those days.

Antidepressants, your report reveals, have increased to 7.7 million—and that is what the meteorologists would probably regard as a deep depression. The problem is too big to examine in any detail, but that there is a problem I have no doubt.

New products and packs

Babycare

Baby cleansing milk

Richardson-Merrell Ltd are introducing Milgard baby cleansing milk (150ml, £0.45; 300ml, £0.82), to cleanse, moisturise and protect without disturbing the skin's pH. Its mild formula is claimed to maintain the natural balance of skin flora and the skin's natural secretions until the next nappy change, while guarding against nappy rash. The company say the product will be used up to six times daily.

Full colour advertisements are appearing in the specialist baby Press, an introductory offer to consumers uses 20,000 15p off coupons and display material is available (Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks).

Veterinary

'Puff and brush' for dog pests

"A revolutionary system of grooming and de-fleaing dogs in one easy operation" is Sherley's description for an insecticidal dog brush (£0.90), being launched this month. It will be backed by their "biggest ever" advertising campaign.

The brush handle can be unscrewed and replaced by a 45g or 100g container of Vamoose dog powder. Stainless steel brush claws penetrate the coat, exterminating fleas and lice by "puff and brush". Claws are set in a pvc pad, for flexibility, and do not create static electricity so the coat lies flat. The brush can be used for regular grooming, and Sherleys suggest it be washed in warm soapy water, without the handle, after use with powder (Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey).

Diabetic

Honey substitute

Zeese diabetic honey substitute (200g, £0.60), made from sorbitol and fructose, contains 25g carbohydrate per 100g. Advertising featuring a "taste of honey" theme is appearing in *Balance*, the British Diabetic Association's magazine (Laboratories for Applied Biology Ltd, 91 Amhurst Park, London N16 5DR).

Cosmetics and toiletries

Country herb soaps

Tansy, thyme and heartsease are replacing basil, melissa and marjoram in Bronnley's country herb range. Makers say this follows more than a year's research on the herbs, which have been chosen for their history as benevolent aids. New packs for single tablets (150g, £0.59) in the range, which includes rosemary, camomile and witch hazel, feature drawings of the herbs (H. Bronnley & Co Ltd, 10 Conduit Street, London W1).

The handle of the brush may be replaced by a dog powder pack as shown right



Prescription specialities

HAEMACCEL

Manufacturer Hoechst Pharmaceuticals, division of Hoechst UK Ltd, Hoechst House, Salisbury Road, Hounslow, Middlesex TW4 6JH

Description 3.5 per cent colloidal solution for plasma substitution. Each 500ml contains degraded gelatin (polygeline) of average molecular weight 35,000, 17.5g; cations—Na 72.5mEq, K 2.55mEq, Ca 6.25mEq; anions Cl 72.5mEq, trace quantities SO₄ and PO₄

Indications Hypovolaemic shock due to haemorrhage, burns, peritonitis, pancreatitis, crush injuries, water and electrolyte loss from persistent vomiting and diarrhoea, kidney disease, portal vein thrombosis, diabetic coma

Dosage Administered intravenously in volume about equal to estimated blood loss. *Hypovolaemic shock*—initially 500-1,000ml, usually at rate of 500ml in not less than 60 minutes. Up to 1,500ml blood loss can be replaced entirely by Haemacel. *Burns*—about 1ml per kg bodyweight multiplied by per cent of body surface area burned. See literature

Precautions Care if circulatory overloading likely eg in severe congestive cardiac failure. May cause release of vasoactive substances; infusion should be discontinued and antihistamine given if histamine released. Care in patients on cardiac glycosides

Storage Stable for eight years at room temperature, five years in tropical conditions. Will gel below 3°C, reversed on warming

Dispensing diluent May be mixed with other infusion solutions or heparinised blood. Should not be mixed with citrated blood but may be infused before or after

Packs 500ml (£1.58 trade)

Issued May 1976

Notes Haemacel is a plasma volume substitute with half life of four hours. It is eliminated entirely from the body, mainly by excretion with about 1 per cent undergoing metabolic degradation

PRIMALAN tablets

Manufacturer Berk Pharmaceuticals Ltd, Shalford, Surrey

Description Plain white convex tablet marked 7K7, containing mequitazine 5mg

Indications Antihistamine for symptomatic treatment of allergic conditions such as hay fever, vasomotor rhinitis, urticaria, pruritus, insect bites and stings

Contraindications Pregnancy. Patients sensitive to phenothiazines. Concurrent use of monoamine oxidase inhibitors. Children under 12 years

Dosage Adults only—5mg twice daily

Precautions Patients should be warned not to drive or operate machinery until it has been established that drowsiness does not occur. May potentiate alcohol and sympathomimetic amines. Great caution in concurrent use of antihypertensives or antidepressants or drugs with anticholinergic effect. Treatment for over three months not advised unless patient assessed regularly

Side effects Occasionally, dryness of the mouth and disturbances of visual accommodation particularly in early days of treatment. Drowsiness may occur

Storage Protect from light

Packs Securitainers of 100 (£4.36 trade)

Issued May 1976

Bolvidon tablets

Organon Laboratories Ltd, Crown House, London Road, Morden, Surrey are marketing Bolvidon tablets (90, £3.95 trade) containing mianserin hydrochloride 10mg, for the treatment of depression. Full information next week.

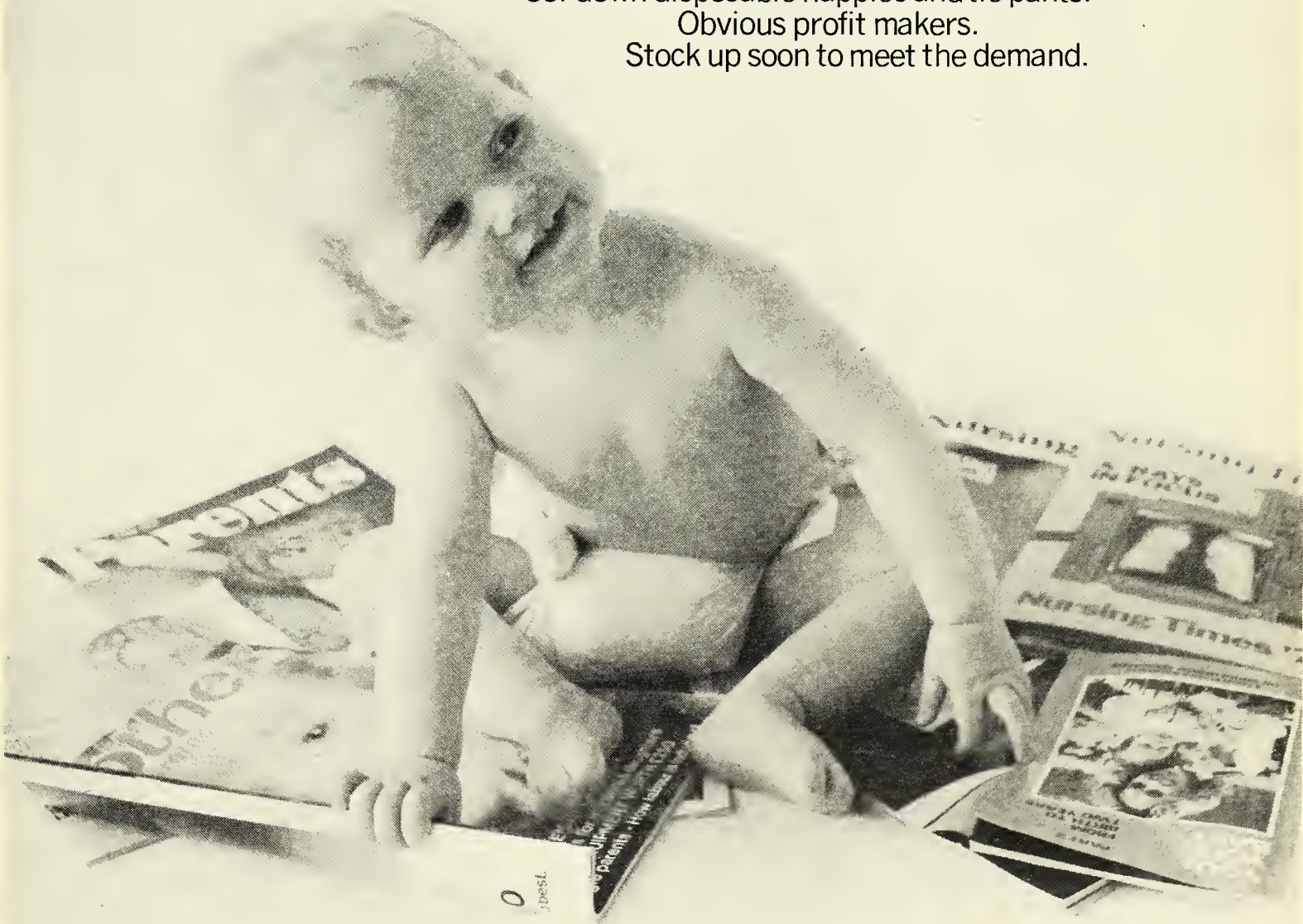
Trombovar temporarily suspended

Seton Products Ltd, Tubiton House, Medlock Street, Oldham, Lancs, have suspended temporarily supplies of Trombovar while the manufacturers modify their production equipment to improve quality control. The company hopes distribution will be normal by August.

Perfectly placed to sell for you.

Lewis Woolf advertising will be seen in all the right places in 1976. Nursing Times, Nursing Mirror, Mother, Mother & Baby, Midwife & Health Visitor, Health Visitor, You & Your Baby, Parents. And the message will come across loud and clear that Lewis Woolf products are better designed, better made and represent better value for money. You only have to see them. Strong, safe, hygienic Freflo bottles and teats. Griptight Flexi-ring, the soothers that conform to British Standards. And super, strong and absorbent Sof'down disposable nappies and tie pants.

Obvious profit makers.
Stock up soon to meet the demand.



Lewis Woolf Griptight.

THE SAFEST PROFIT YOU'VE EVER MADE

Lewis Woolf Griptight Limited, 144 Oakfield Road, Selly Oak, Birmingham B29 7EE. Telephone: 021-472 4211

Trade News

Coloured tissues follow fashion

Tones, packs of 150 facial tissues (£0.26), are being introduced in two alternatives—four delicate shades of green and pink with lilac—by Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.

Variety tissues have been discontinued and Nu-soft whites, in 150's (£0.26) have been repackaged in blue and brown, with a similar design to Tones. ICML say they must "follow user trends" in the facial tissue market, where fashion plays an important part.

Kodak introduce three year warranty

A three year warranty for all Instamatic still cameras is to be introduced from May 10 by Kodak Ltd, PO Box 66, Station Road, Hemel Hempstead, Herts.

The warranty, part of a new Eastman Kodak international policy, covers defective manufacturing but the company says it will not be rigid and its terms will be interpreted generously. From the starting date stocks of cameras will be packed with a warranty card and Kodak are to send display material featuring the warranty to dealers along with a quantity of additional cards to cover stock already held. Much of the company's spring and summer advertising will feature the warranty.

Rite-diet pack change

Packaging of Rite-diet gluten-free bread-mix and flour has been changed to 1-kg coloured cartons, each containing two 500-g heat-sealed, laminated-foil sachets. The new presentation will give improved shelf life and added customer convenience, say Welfare Foods (Stockport) Ltd, 63 London Road South, Poynton, Stockport, Cheshire SK12 1LA. Retail price for 1kg bread-mix is £0.91 and for flour £0.87. Existing 2-kg packs should be sold before the new stock.

Daybreak roll-on

Following this year's relaunch of Fresh & Dry aerosol deodorants, the latest fragrance, daybreak, is being introduced as a roll-on (£0.39). Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks, will be advertising nationally on television and emphasising roll-ons by bonus offers. Redesignated packs unify the range, which includes 28cc roll-ons (£0.39) and refills (£0.34) in herbal, alpine, and original fragrances, plus a 42cc roll-on (£0.50) for herbal.

Strapp disposal leg bag

A new Strapp disposal leg bag has been introduced by D. A. Arthur Surgical Supplies Ltd, 17 Smiths Place, Leith Walk, Edinburgh EH6 8NT. Designed for re-use, the leg bag is made of clear pvc welded to white pvc, it has a non-return valve, expanding latex straps and may be connected to a catheter or urinary appliance



at the top. The medium size (10, £5.90; 50, £29.20; 100, £58.40 trade) is graduated to 350ml and large size (10, £6.20; 50, £30.70; 100, £61.40) to 500ml. A special offer of 10 per cent discount on 50 and over is available for May.

Return of flycatchers

Honeypot flycatchers (£0.08) are back now Bee Ply Ltd have solved their problem of obtaining supplies. Described as "high tenacity" printed tubes, with wax-sealed ends and parachute paper bases, they are being marketed in counter display packs of 36, by Benross Trading Co Ltd, 74 Rose Lane, Liverpool L18 8DH.

Elastoplast merchandisers

Two new counter-standing merchandisers are available from Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts. Both take the Elastoplast range of Airstrip and stretch fabric plasters—the small stand, shrink-wrapped trays of "handy" plus large-size packs, and the large, the whole range.

Saxin case size

The case size of the tubes of 500 Saxin from Wellcome medical division, Temple Hill, Dartford, Kent, will now be 24 tubes. The company say that any orders in terms of the old case size of 12 tubes will be amended to supply the new presentation.

Kamera Klear for dark skins

Leichner have extended the colour range in Kamera Klear tinted foundation by introducing four new shades for dark skins, each designed to correct and balance the different degrees of brown, yellow and red pigment which give dark skins their individuality. The shades are Blend of Copper, Blend of Tawny, Blend of Chestnut and Blend of Brown. As an introductory offer, L. Leichner (London) Ltd, 436 Essex Road, London N1 3PL, are launching the new shades in ¼-oz jars and together with any one of nine different shades of Kamera Klear lipstick at £0.65.

Diamon Deb and Kurlash distribution

L.P.B. Import Distributors have recently been appointed exclusive UK import agents for Diamon Deb nail stylers and Kurlash products. L. Landaw & Co Ltd, 95 Burns Road, Harlesden, London NW10, (01-965 9381) and Pazery Bouffard & Co Ltd, 66 Upper Mulgrave Road, Cheam, Surrey (01-642 4830) have been granted joint exclusive UK trade distribution.

Givenchy offer

Monsieur de Givenchy aftershave is currently being offered in a 1oz aerosol (£1.60). Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey, say their fragrance was created "for the man who

still thinks aftershave is effeminate". It contains "bio-base" emollient which soothes the skin, avoids after-shave sting and is said to be non-greasy.

Spillers television stars

Pure white six-year-old, Sam, is following in Arthur's "paw-steps" with the current national television campaign for Katto-meat. The cats are featured in a double act (filmed before Arthur died), running until mid-June. Spillers Ltd, Old Change House, Cannon Street, London EC4, say Sam continues to live quietly with his owners, in the Home Counties, when not facing the cameras.

Denim mirror bag

Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG, have introduced a popular box-shaped cosmetics purse in brushed denim. The purse (£1.35) has a lid mirror and is available in brown, blue and pink with embroidered floral motif on the lid top.

Caribbean holiday in the Press

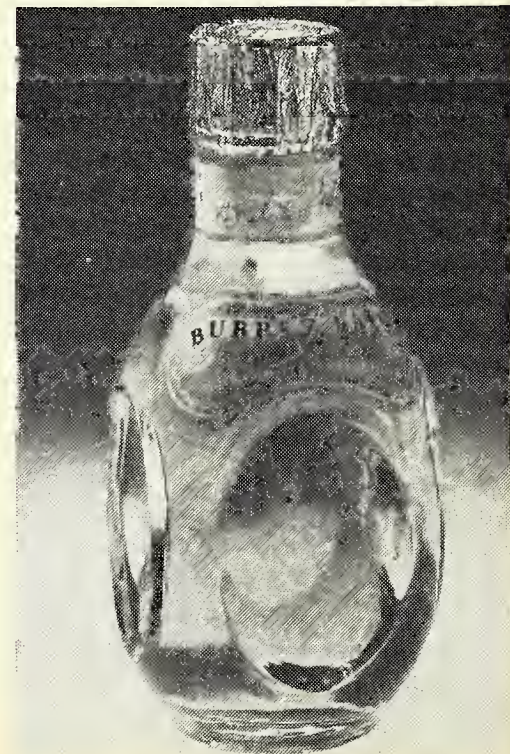
Tabac Original and their "Caribbean holiday for two" competition are being advertised in the *Daily Mirror*, *Daily Record*, *Daily Mail* and *Sun*, until mid-July. Three prizes of a long week-end in Athens are offered to runners-up by Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent (last week, p624).

Sherley's on the air

Interviews on local radio stations, including Derby, Manx and Sheffield, have been spotlighting the latest edition of Sherley's Dog Book. Sherley's, Ashe Laboratories, Ashetree Works, Kingston Road, Leatherhead, Surrey, expect more interviews in the near future.

Continued on p558

This picture alone is said to have brought sizeable advance orders to André Philippe Ltd, 71 Gowan Avenue, London SW6. They say popular demand caused them to bring back Dimple bottle bubble bath (£0.19) after three years off the market—and a new mould has been made to emphasise the dimple



PHILIPS REPORT


PHILIPS


Why every Philips dealer should now sell packaged holidays.

A peak selling period for Sun Lamps is the start of the summer holiday.

So to help you make the most of it, we're starting a big advertising campaign in June.

Full pages in full colour in Radio Times, Sunday Times Magazine, Observer Magazine, and Punch.

We'll be telling your customers how

Philips Sun Lamps give their tan a headstart before their holiday.

So they'll be looking for them. In your windows.

Make the most of the pre-holiday sales peak by setting up a prominent display.

And make hay before the sun shines.

Simply years ahead.



Trade News

Continued from p556

Durex motor-racing competition

Retailers purchasing ten or more gross of Durex products will be eligible to enter the "practice lap" of a two stage competition linked with sponsorship of the Formula 1 Surtees TS19 racing car. Additional purchases of Wright's Coal Tar soap or shampoos, Marigold gloves or baby pants, or Halex toothbrushes, will be eligible for the Formula 1 competition. This is the first trade promotion from recently merged LR/Sanitas, Sanitas House, Stockwell Green, London SW9.

Entrants must estimate the speed of the car from given information, and will be judged by John Surtees and Alan Jones, the Durex Surtees driver. Prizes for the practice lap include Philips portable radio recorders, portable barbecues, and 100 travel rugs for runners-up. In the main competition the first prize Ford RS Mexico saloon car is backed by 40 portable radio recorders and 120 barbecues. The winner will be invited to bring a guest to the British Grand Prix, on July 18, where John Surtees will present the prize.

Press advertising for Sanatogen

Both Sanatogen multivitamins and nerve tonic from Fisons Ltd, pharmaceutical division, 12 Derby Road, Loughborough, Leics, will be advertised in women's magazines. A £400,000 budget for multivitamins includes colour and black and white advertising and also features "the Sanatogen smile" in the national Press. Simultaneously, nerve tonic will appear in *Readers' Digest* and *Radio Times*, with the theme "People say it helps".

In the Press and on the buses

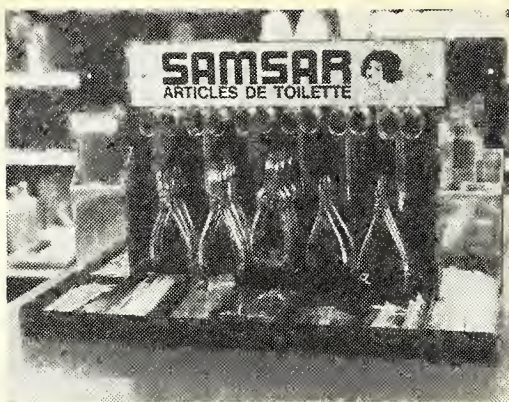
Young audiences and families are the target of a Cooltan campaign by Kathleen Court (England) Ltd, 67 Effra Road, London SW2, this summer. Full-colour advertising in *19*, *She*, *Honey*, *Cosmopolitan* and *Over 21*, will be backed by extensive poster and bus-side coverage, and advertising has been placed in the *Sun*, *Daily Mail*, *Daily Express*, *Daily Mirror* and *News of the World*. Point of sale material, based on the visual image of advertisements, will be available.

Saying it with a flower

A photograph of a carnation, identifying Carnation corn caps and corn paint, will appear in women's magazine advertising for the brand through the summer. Cuxson, Gerrard & Co Ltd, Fountain Lane, Oldbury, Warley, Worcs, say their campaign emphasises the gentle way corn caps remove corns.

Brochure on packaging range

A new brochure describing the Mediflex range of packaging for sterilisable hospital products has been issued by Pakcel Converters Ltd, Lancots Lane, St Helens, Merseyside WA9 3ET.



Colson and Kay for Samsar

The Samsar nail care range, displayed on a stand, can be placed in counter or shelf space or positioned on peg board. UK distributors for Samsar-Paris are now Colson & Kay Ltd, 5 Edgeley Road Trading Estate, Stockport, Cheshire SK3 0XB.

The company will be exhibiting nail and hair-care products, with toilet accessories for the Christmas gift season, at trade shows—the Majestic Hotel, Harrogate, June 21-24, Midland Hotel, Birmingham, Hotel Metropole, Brighton, July 5-8, Hotel Piccadilly, Manchester, July 12-15.

Metabolic pathways chart 1976

The 1976 edition of the metabolic pathways chart from Koch-Light Laboratories Ltd, Colnbrook, Bucks SL3 0BZ, uses single colour arrows to identify pathways of human metabolism. This 13th edition updates the previous 1974 edition. In five colours it demonstrates the significance of the glycolytic pathway, the tricarboxylic acid cycle, and the electron-transport system. Other improvements include the redrawing of the urea cycle, clarifying its relationship with amino acid metabolism. Large charts (40in x 30in) are £1.27 each, compact charts (15in x 10in) £0.39 each (£14.85 per 100). An explanatory booklet, "A guide to metabolic pathways", including a reference index to the chart, by Dr D. E. Nicholson, Leeds University, originator of the chart, is also available (£0.50).

Brobat Bloo sales blitz

Riding on the success of a 55.5 per cent increase in sales over the past 12 months for Brobat Bloo lavatory cleaner, the manufacturers Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, are launching a major television campaign costing more than £100,000 (national equivalent) to promote the product. The campaign, now running, comprises 20 television spots of the award-winning Bloo commercial and is being concentrated in the Yorkshire, Tyne Tees, Lancashire, Wales and West of England, South West of England, Scotland and Ulster television areas. Much of the product's success says Jeyes product group manager Derek Curry, is due to the advantage offered by the protective PVA wrap. The wrap is soluble and should therefore remain on the product when placing it into the toilet cistern, thus avoiding contact with the blue dye.

Coty win gold medal

Britain's only gold medal, for "technical and aesthetic merit", went to Coty powdershine eyeshadows at the seventh International Consumer Goods Fair (Brno, Czechoslovakia, April 22-29). In all 447 products were entered for the medal, with six awards going outside the Socialist

countries and only 22 of the 36 medals outside Czechoslovakia.

The British Overseas Trade Board gave no support to UK exhibitors, but companies participating included Aladdin, Mennen International, Ronson Products, Wilkinson Sword, and Yardley of London.

M&B's agrochemical division moves

The marketing and sales department of May & Baker Ltd's agrochemicals division have been relocated at Romford, in an effort to reduce overcrowding at the company's Dagenham headquarters. Inquiries, orders, and requests for technical information on garden, horticultural or agricultural products should now be addressed to May & Baker Ltd, agrochemicals division, 37 Manor Road, Romford, Essex (tel Romford 66971).

Vestric national promotions

Vestric promotions for May are: Brut 33 splash on; Gillette platinum blades and Super Silver blades; Kotex no 1 and no 2; Kleenex regular; Lil-lets regular, super, super plus; In Step and In Step talc; Sensodyne toothpaste; Dentucreme; Fashion Style; Fairy toilet soap; Head and Shoulders lotion shampoo; Brylcreem and Brylcreem anti-dandruff; Body Mist; Pure Silvikrin; Falcon; Palmolive shave cream and shave stick; Hedex tablets; Pond's creams; Alberto Balsam conditioner and shampoo; Supersoft conditioner and hairspray; Alka Seltzer; Dentesive cream; Actron tablets, foil; Alka Mints; MD4; Sure roll-on and aerosol; Harmony colourants and hairspray; Elastoplast dressing strip; Johnson & Johnson baby powder, lotion, shampoo and cotton buds; Radox Shower Fresh; Feminax; Mum rollette and refill. Details from Vestric Ltd, Chapel Street, Runcorn, Cheshire.

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

4711 Cologne: M, So

Alberto Balsam conditioner and shampoo:

All except U, B

Alberto VO5 shampoo: All except U, B

Anadin: All except E

Close-up: All except E

Divi-dent: All except So, E

Externa-germ cloths: So

Foster Grant sunglasses: All areas

J-cloths: Ln, So, A

Johnson's baby powder: All except E

Kattomeat: All except E

Kodak Instamatic cameras: All except E

Lucozade: All areas

Philips home trim: Lc, Y, NE

Philishave: All areas

Radox: All except U, E

Remington GT3: Ln, M, Lc

Rennies: All except U, E

Scholl footsprays: All except U, E

Sunsilk shampoo: All except E

Sure: All except E

Wisdom: All areas

Wizard: Lc, Y, Ne

Feature of Chemist & Druggist May 8 1976

Hair Care



~we know about hair



*The face that launched
a million sales.*

When we launched Lady Jayne in its present form five years ago we were looking for a million sales.

We've done it.

And while we were doing it, we made

Lady Jayne the brand leader in the rapidly expanding Hair Care market.

Our products already return a sale of three times the average for all O.T.C. products per square foot. But we're not satisfied.



*The faces that will help us
double it.*

So meet the two new faces of Lady Jayne. A unique concept in presentation and packaging for Britain's most extensive range of home and professional hair care products.

New products, new packaging, new and

more effective uses of display space. You can find out more on the next page along with a listing of our franchised chemist distributors. It's a story you should read if you're interested in one of the fastest growing parts of your business.

The new faces of LADY JAYNE



New Packaging.

The two new faces of Lady Jayne will be featured on all our packaging plus a completely new process of "end blistering" for our brushes and combs. Now your customers can see and feel the quality of Lady Jayne products whilst at the same time this new packaging reduces loss and pilferage risk.

The other nice thing about our new packaging is that it gives you a greater economy of product to stand space. So you can display and sell more products in the same space.



New Displays.

Our new 1000/99 display stand has been specifically designed to hold up to 30% more goods in the same space as our old stand.

That can mean in the region of an extra £30 profit out of the same 2½ square feet of selling space every time you sell out the contents of the stand.

Lady Jayne Hair Care Products.

Manufactured by Laughton & Sons Ltd., Warstock Road, Birmingham B14 4RT.

Our Distributors.

These are your Lady Jayne franchised chemist distributors. They can supply you with Lady Jayne Merchandising Units as well as the complete range of Lady Jayne Hair Care Products.



England & Wales:

D. J. Britton (Bristol) Ltd.,
8 Roman Road, Easton, Bristol BS5 6DH.
C. R. Crosskill & Sons Ltd.,
Calvert Works, Norwich, Norfolk NOR 79K.
C.W.S. Limited,
Handforth Road, Handforth, Wilmslow, Cheshire.
E. Davids & Co. Ltd.,
378 Essex Road, London N1.

Estcourt Associates,
95/97 Northmoor Road, Manchester 12.

Havards of Skegness,
160/164 Drummond Road, Skegness,
Lincs. PE25 3NS.

Macton (South Wales) Ltd.,
Unit No. 8, Glanylln Square, Taffs Well, Cardiff.

George Mitchell & Co. Ltd.,
80 Elswick Road, Newcastle-On-Tyne NE4 6JJ.

East Midland Toiletries Ltd.,
8/10 Easthorpe Street, Ruddington, Notts.

Murrays,
Speedwell Close, Chandlers Ford Ind. Estate,
Eastleigh, Hants. SO5 3YN.

Dennis E. Riches,
29/31 Malvern Road, Hornchurch, Essex.

Rotherham & Company,
214 Alcester Road South,
Kings Heath, Birmingham 14.

Sherlock Bros. Ltd.,
355/357 City Road, London EC1.

A. L. Simpkin & Co. Ltd.,
3 Hunter Road, Hillsborough, Sheffield S6 4LD.

Supervite (London) Ltd.,
Second Floor, Unit 5,
25 Lattimore Road, St. Albans, Herts.

Unichem Limited,
Crown House, Morden, Surrey.

Vernon Powell Limited,
Verona House, 54 Selsdon Road,
South Croydon, Surrey.

Wains of Tunbridge Wells,
Culverden Square, St. Johns, Tunbridge Wells, Kent.

Western Trading Co.,
32A Allenbank Crescent,
Off Whitchurch Road, Cardiff,
Williamson & Co. (Cornwall) Ltd.,
Redruth, Cornwall.

Scotland:

Aberdeen Chemists Sundries,
17 St. Nicholas Street, Aberdeen.

Wm. Davidson Limited,
West Tullos Ind. Estate, Aberdeen AB9 8BE.

Fernan (Sundries) Limited,
Springkerse Estate, Cunningham Road, Stirling.

Jan-Kraft,
87 Candleriggs, Glasgow C1.

Wm. Knotts (Ayr) Ltd.,
1 Carrick Road, Ayr.

Hugh Reynolds (Chemist Sundries) Ltd.,
10 Whitehouse Loan, Edinburgh EH9 1AX.

Northern Ireland:

S. Haydock Limited,
Jennymount Estate,
19/25 North Derby Street,
York Road, Belfast BT15 3HR.

D. L. Kirkpatrick & Son Ltd.,
246B Newtownards Road, Belfast 5.

H. Mitchell & Co. Ltd.,
Boucher Road, Belfast.

Hair Care

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The market: big and, in general, expanding

by A. F. L. Deeson, MA, PhD, DSc

Yes, by any standards "hair care"—which for the purpose of this article comprises shampoos, hairsprays, conditioners, setting agents, colourants, home perms, and specialised equipment—is big business, and should be very profitable for the pharmacist who is so well placed to give the personal advice that his customers often require in this particular field.

Estimated to be worth £63m at rsp in 1971 (Mintel), Beecham say that the total market, excluding specialised equipment, will be worth £127m in 1976 which, even allowing for inflation, indicates considerable growth in real terms. In fact, the only problem for the chemist in this area is how to apportion his usually limited shelf space, for this is a heavily fragmented market. He must, of course, stock the brand leaders and keep an eye on special promotions but if he is to compete effectively with the supermarkets, particularly in shampoos and hairsprays, he must stock selectively some other brands, too—and which ones is a very fine point of judgment. In fact, the advice which Gerry Brown, national sales manager of Reckitt Household and Toiletries Products, recently gave to independent grocers probably applies, at any rate in general terms, to the chemist:

- ☐ Support brand leaders.
- ☐ Stock brands that are heavily and regularly advertised.
- ☐ Give a choice of brands *before* a choice of variants.
- ☐ Give a choice of variants *before* a choice of sizes.

Hairsprays

Breaking down the total hair care market into its components, hairsprays represent the largest sector. Beecham give them £44m for 1976. Mintel, for women's products only, say £31m in 1975; Reckitt say £35m for 1976.

However, it is not at all clear that this particular sector of the market is really increasing in unit terms. A number of manufacturers suggest there has been a decline and one source postulates a drop of nearly 14 million units in 1975, as

compared with 1974, although Beecham suggest the market is growing at 10 per cent per year.

Certainly, hairsprays are fiercely competitive, both from the manufacturers' and the retailers' points of view. Perhaps it is fair to say that of all the product categories in this survey hairsprays require the least active selling, and a growing percentage of sales is going to supermarkets, grocers and "other outlets"—including petrol stations!

Elida Gibbs are the leading manufacturer of hairsprays, accounting for 33 per cent of sales, Sunsilk having 20 per cent and Harmony 13 per cent, and both brands are heavily advertised on a consistent year-round basis. The next major manufacturer is Beecham Proprietaries with 18 per cent, their Silvikrin hairspray holding a claimed 13 per cent (also backed by heavy advertising) and Bristow's, 5 per cent. Other important companies include Golden with Elnett 8 per cent (a high proportion of which sells through chemists), Reckitt's Supersoft—7 per cent and Chesebrough Ponds' Vaseline hairspray. Gillette Industries Ltd are claiming an increasing market share for Adorn.

Men's field

Important in the men's field is Cosack, also by Reckitt, and Fabergé's Brut 33 hair control, which, along with the other Brut 33 products have been heavily promoted in Woolworth's. Of the men's aerosol hair preparations market, Brut 33 claims a 23 per cent share on a moving annual basis and 9 per cent of the total men's hairdressing market, which is said to be worth around £13m annually at rsp. The Bellair hairspray has done well in the north, where there is a strong brand awareness, and is now being promoted nationally, chiefly through chain and department stores. Bellair's Estolan hairspray is also popular. In addition Bellair manufacture a lacquer in bottles, sachets and have a squeeze spray, which again has strong penetration in the north of England and Scotland. New, and of interest to the

appropriately-placed chemist, is Vidal Sassoon Hair Hold, introduced by Yardley in a micro-fine spray.

Shampoos

The next product in terms of market size is shampoos, which Mintel valued at £19m for 1971; £30m for 1975, and Beecham estimate at £42m for 1976.

In this field Beecham claim clear market leadership with a total of 24 per cent—Vosene medicated shampoo 11 per cent, Silvikrin 10 per cent, Bristow's 3 per cent. Elida Gibbs rank second in the market place with 15 per cent of shampoo sales. Their Sunsilk is believed to account for 8 per cent, Pears 3 per cent, Harmony 2 per cent and Clinic 2 per cent. Procter & Gamble's Head & Shoulders is estimated to have 10 per cent of the market. These are all Beecham estimates.

IPC Cosmetics Survey gave these percentages for brands "last used" 1974-75—

Sunsilk	14
Silvikrin	10
Vosene	9
Bristow's	6
Head & Shoulders	5
Colgate/Halo	5
Boots' own	5
Supersoft	5
Vaseline	4
Others	37

The 37 per cent "others" indicates very clearly the fragmented character of the shampoo market, with very many brands on offer, some of them only regionally distributed.

Vaseline Balanced Care shampoos, for which Chesebrough Ponds themselves claim 4 per cent of the market, has a current "million dollar hits" record album promotional offer. Rapidol (Inecto) introduced their oil of avocado shampoo last October, which now takes its place with their established peach nut oil shampoo. Also recently introduced by Yardley are three Vidal Sassoon shampoos. Shulton's Breck peach range,

Continued on p564

HAIR CARE

Expanding market

Continued from p563

Bellair, Bellair's Estolan, Morgan's shampoos, all have their followers. Morgan's are shortly to be advertised in the *Radio Times* and *Daily Mirror*. An Estolan campaign in the magazine *Press* is planned for the autumn.

For Brut 33 shampoo Fabergé claim between 1 per cent and 3 per cent of the total market and say that if it was possible to separate the men's segment from the total, Brut 33's percentage share would be "extremely high". Fabergé also have their organic shampoo. Launched last autumn, it contains wheatgerm oil and honey, and a sachet sampling operation is currently in full swing. Women's *Press* advertising breaks in June with a cover sachet sampling promotion and will be backed up by extensive advertising from June through to November.

Colourants

After shampoos and hairsprays we go a long way down the market in terms of money-value — to colourants, which Beecham predict at £17m for 1976, although Mintel showed a decrease from £12.5m in 1971 to £11.5m in 1975—a very big drop in unit terms. Exactly why there has been this falling off it is difficult to say, especially as it began to bite before the economic recession, but the boom of the 60's could not be expected to last for ever. It seems doubtful whether the cancer/hair-dye scare has rubbed off a great deal onto this market, although there is at least one full scale research project on hand at the University of Birmingham. In any case, manufacturers say sales have picked-up again, although it may be significant that there has been a good deal of movement out of this product range during the past couple of years and some new ranges of hair care products seem to be deliberately omitting colourants.

Rapidol's Inecto range of eight colourants and lighteners is, of course, very well established. So, too, is the Poly range from Richard Hudnut, who estimate that the current rsp market for colourants is £12.25m and say that 23 per cent of all women use a hair colourant regularly. TCPI estimated that in the January/February period this year the Poly colourant products had a 13 per cent volume share—a high penetration for a market noted for its diversity. Beginning July there will be a £100,000 campaign for the Poly range in the women's *Press*, using full-page, full-colour advertisements. Below the line, a competition pack is now in store.

Gillette claim Casual has 20 per cent of the permanent colourant sector—in which Clairol's Nice 'n' Easy is particu-



Hair designed by Joshua Galvin for Wella illustrating the small head shape which is predicted for the summer. Hair conditioned with Wella blue conditioner

larly strong. Clairol's claims in this market are on page 571, but each manufacturer chooses the statistics best suited to his case: thus Elida Gibbs put Harmony as the leading colourant, based on volume shares in October 1975.

Two successful new products, in what has been a somewhat difficult couple of years for colourants, are Combe International's Grecian 2000 and Lady Grecian 2000, which in fact are hair colour restoratives and as such have a somewhat different chemical basis from colourants. Introduced in September 1974 and August 1975 respectively, Combe International claim brand leadership in the hair restorative market. Both products are to be backed by a massive advertising campaign this year—around £½m, mainly on television. Much of the attraction for male users—and in more inhibited women, too—is the gradual changes wrought by these products, a feature ably exploited in the advertising.

Even if this market is a little depressed—or, more accurately, not expanding at the rate it did a decade ago, it is still very much yours. There is virtually no competition from supermarkets and grocery outlets and the major "other market" is hairdressers, with whom you have to compete by ensuring that your staff have a thorough knowledge of the function and performance of colourants.

Conditioners and cream rinses

With a market value of only £3.4m in 1971, jumping to £9m in 1975 and predicted to make at least £10m this year, conditioners seem to be expanding.

Claimed brand leader is Wella with 13 per cent—a figure also suggested for Alberto Balsam. Next down the line is Elida Gibbs' Cream Silk with 11 per cent. Beecham's new Nature's Riches range of conditioners, launched late in 1975, now account for 4 per cent of retail sales with Sunsilk conditioners from Elida Gibbs holding 2 per cent. Another recent entrant to this market (last autumn) and said to be making considerable progress is Fabergé's wheatgerm oil and honey organic conditioner which, together with its companion shampoo, will be well supported by advertising. As one might expect, there is a new conditioner in the Yardley Vidal Sassoon range.

Bellair say that Estolan conditioning cream is another strong contender for brand leadership; used extensively in hairdressing salons, it has the considerable advantage of being a widely recommended product. Estolan also have a cream rinse. Other notable lines are the Breck (Shulton) cream rinse conditioners, including the spray-on version and Rapidol's peach nut oil and the new oil of avocado conditioner.

Clairol, a division of Bristol-Myers, have just entered the conditioner sector of the market with their Natural Balance range, aimed particularly at 16 to 24-year-olds of whom, say Clairol, 50 per cent use hair conditioner regularly. Bristol-Myers are spending £260,000 on promoting these conditioners this year and full colour advertisements are currently appearing in 15 "young" magazines. In addition, five million 8p-off coupons are being distributed, 220,000 sample sachets are on give-away, together with "two for the price of one".

Setting agents

Worth £3.1m in 1971, £6.8m in 1975 (Mintel figures) and £9m in 1976 (estimated by Beecham), here is another growth area.

Again, Elida Gibbs are said to be at the forefront with 13 per cent for Sunsilk aerosols, tying with Wella and followed by Corimist and Beecham's long-established Amami at 11 per cent and Elida Gibbs' Harmony (10 per cent). Rapidol's Inectoset is another well established brand in the sector.

Home perms

There is a fair amount of real growth in this area, too, no doubt because of the increasing cost of salon treatments: £2.4m in 1971, £4m in 1975, an estimated £5m this year.

Richard Hudnut's major home perm curler brand is Fashion Style. They also market a roller perm, Roll Quick. According to TCPI, Richard Hudnut are clear brand leaders with 36 per cent of volume sales in the period January/February this year. Fashion Style is supported by point-of-sale activity at the seasonal peaks and special price promotions are provided on deals prior to the seasonal fluctuations to enable trade stocking and continuation of the price reduction into the consumer retail price. For Toni, Gillette claim a brand share of 30 per cent and 7 per cent for Prom.

Hair care equipment

Over the past few years there has been a minor explosion in electrical equipment for hair care and providing you are willing to tie up a little capital in a judicious selection of stock—and once you have it, put it on display—it can be quite profitable. If by thoughtful attention to their requirements and helpful advice, you have built up a regular clientele for hair care "expendables" you will find your customers will come back to you when they want a hair dryer or styler. There are, of course, also products like Toni spin curlers which are really adjuncts to the home perm sets.

Philips Electrical, Moulinex, Morphy Richards, Ronson, Braun, Pifco and Remington are all important names in hair care electrical goods. Moulinex claim a 26 per cent share of the hand held dryer and styler market in 1975, runners-up being Morphy Richards 18 per cent, Braun 11 per cent and Pifco and Ronson both 8 per cent. However, Ronson claim that while Moulinex may sell more units of hairdryers than they do, with their higher prices they lead the

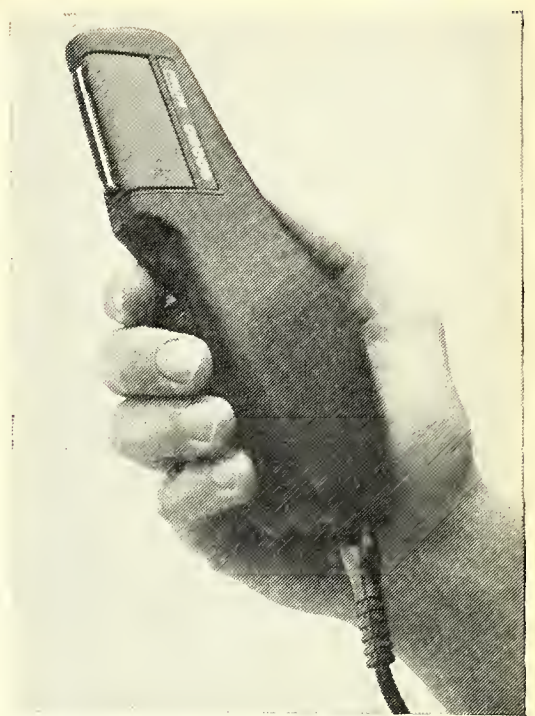
market in terms of sales-value, with a share of around 25 per cent.

Most manufacturers agree that there is a current boom in styling sets at the expense of simple hairdryers. There is also a boom in the curling tong market, largely brought about by Braun and Clairol. For 1976, Braun postulate 100 per cent increase in this market—from 400,000 to 800,000 units and a 25 per cent move to steam, which will then have 75 per cent of the market.

Of the total styler/dryer market, Braun forecast a slight drop in the trade deliveries of market units—from 2.2 million in 1975 to 2.1 million in 1976. In 1975 they say hand-held dryers had 36 per cent of this market (800,000) and stylers 41 per cent (900,000). By the end of this year they suggest hairdryers will have dropped to 24 per cent (500,000) and stylers increased to 64 per cent (1.3 million)—the remainder of the market going to hood dryers.

Total market

There are a few hiccups in the total hair care market, but nothing which need cause great concern. The boom growth of the 60's for many products was bound to level off anyway, whatever our economic circumstances. Certainly the market is one of immense importance for the chemist and amply repays careful study from every aspect.



Following launch in mid-1975 by Philips Electrical Ltd, Century House, Shaftesbury Avenue, London WC2H 8AS, the Home Trim has built up a "remarkable popularity" say Philips. A new television campaign starts in May on Trident and Granada and in June on London, Southern, Midlands, Wales and West and Anglia, using the successful 30-second commercial

Infestation problem is growing

by W. Delaat, Napp Laboratories Ltd

Everyone likes to see clean shiny healthy hair and so, unfortunately, does the head louse *Pediculus humanus capitis*.

Dr R. J. Donaldson, in the report on the prevalence of head louse infestation in children published by the Health Education Council last year, suggested that well over a quarter of a million school children are infested in Britain alone. While accurate infestation figures are difficult to obtain because national repugnance has led to a tendency to concealment, the report clarified much that was previously speculation about prevalence of the louse geographically and by age and sex. "Head infestation amongst schoolchildren is widespread but found most frequently in urban areas, particularly in the central core of the big conurbation. This was not an unexpected result when one considers . . . that it is in these areas that most of the disadvantaged live."

Donaldson found the overall infestation rate for primary and secondary schools was 5.37 per cent for the metropolitan districts studied, compared with 0.92 per cent for southern non-metropolitan counties and 2.02 per cent for northern non-metropolitan counties, figures which confirmed accepted trends. However, what was unexpected was the higher level of infestation found among older schoolchildren. This may reflect less rigorous supervision by parents as the child gets older or reduced standards of hygiene by the youngsters.

An even more surprising finding that can be mentioned in conjunction with this age distribution data is the high

infestation rate among girls at all ages. At 14 years plus girls showed an infestation rate of 3.85 per cent compared with a rate of 1.75 per cent for boys in the same age group. Even in the pre-school children, where infestation rates were much lower, the girls were substantially higher, 0.99 per cent compared with 0.69 per cent in boys. Only in the 11-14 year age group were rates similar between the boys and girls, standing at 3.52 per cent and 3.56 per cent respectively.

How then can such infestation figures be reduced? It is generally accepted that though infestation is spread by children's close physical contact at school, the reservoir of infestation is in the home. Therefore it must be considered as any infectious disease—excluding children from school and treating the whole family.

The report advised that malathion insecticides should be used in the treatment of head lice because in general head lice have not yet developed resistance to it as they have to DDT and gamma BHC insecticides; it is ovicidal, and has a good residual action which provides substantial protection for some weeks—an effect achieved by bonding of the insecticide to the hair.

Maunder, a leading world authority on head lice, has stated: "There are not so many more safe substances an entomologist could bring forward and this one (malathion) should be used more effectively than its predecessors." Prioderm is one of the leading head infestation products containing malathion and is available as shampoo and lotion.

HAIR CARE

£6.5m chemists' sector that four in ten chemists neglect

It seems incredible that with so many smaller chemists fighting for survival, there should exist a chemists' market that is significantly underexploited. Perhaps the low prices and very insignificance of hair care "hardware", covering from hair grips to brushes, suggests to the retailer that a lot of effort will be required to put a little more in the till. But this is a market as big as shampoos—£6.5m annually at rsp, excluding Boots—and one which is increasing not only in volume but, in value terms, faster than the rate of inflation.

It is also a market that grocers are unlikely to favour because of the wide choice of sizes, types and colours the consumer must be offered, with a product range that can sell itself from minimum display space, yet provide the chemist's assistant with frequent opportunities to advise customers on a subject in which they have a personal interest.

In the past, there have been few statistics available in this sector of hair care. The multiplicity of items makes sales auditing an expensive exercise and there are few major manufacturers to defray the cost. However, Laughton & Sons Ltd, makers of the leading single brand Lady Jayne, have recently commissioned independent research which shows up just how many chemists are failing to exploit the market.

Use of stands

They discovered that whereas nine out of ten chemists stock one or more of the three leading brands (Lady Jayne, Newey, Comfy), only six out of ten stock one of their floor stands—or, more to the point, four out of ten do not! The highest level of stand penetration is in the multiples (79 per cent), with the independents well behind (61 per cent large independents; 51 per cent small). Among regional variations, London and Tyne Tees television areas show overall stand penetration below 50 per cent—perhaps due to London's drug and department store competition, though the Home Counties are a strong area.

So what is the case for making better use of hair care and adornment sales potential? For a start, the £6.5m sales represent in the order of 2 per cent of OTC turnover. In 1975 chemists' OTC turnover was up only 19 per cent (below the level of inflation) against this hair sector's 25 per cent sterling growth. In unit terms the increase was 8-10 per cent, though the wide price variation between grips and quality brushes makes accurate assessment impossible—for rollers, a lower-priced functional item much in demand in hard economic times, the value increase was a third and the unit

increase a fifth. Many other hair care sectors are probably static or declining in unit terms.

The Lady Jayne stand is also estimated to return a turnover per square foot of three times the average for all OTC lines (independent estimate based on the 1974 stand, since improved). In a large independent store of 600 sq ft OTC space, sales should be over £1,000 a year at rsp from a floor space of 2½ sq ft.

Laughtons believe that the three major brands hold 60 per cent of sales. The remainder of the market is made up of many smaller manufacturers and importers, mainly concentrating on hair ornamentation, and the specialist brush and soft goods (hair nets, etc) makers.

The major market trend they see as the reducing amount of money the consumer is spending with the professional hairdresser and the increasing amount on doing hair at home. Thus the "functional" items showed the strongest growth in 1975:

Hair rollers	+ 33 per cent
Brushes and combs	+ 30 per cent
Grips, pins, clips	+ 25 per cent

Hair ornamentation, which peaked a year or two ago at some 30 per cent of the whole sector, has now declined in real terms, but has probably held steady in value. But again, the functional ornamentation lines such as pony tail bands and low-priced ornaments, used to hold children's fine hair in place in particular (and items in which the Miss Jayne range specialises), have continued to expand in real terms.

Shorter hair styles and shortage of money have hit sales of the higher-priced slides and barrettes—and many of them being imported have been faced by price increases with the falling value of the £.

In other areas, the trend to blow-drying—supported by heavy investment by the electricals manufacturers—has increased sales of all types of radial brushes, as well as stimulating the introduction of new specialist products.

Why Lady Jayne?

Having made out the case for the hair care items that do not come "out of a bottle", Laughton's aim is to ensure that the chemist stocks Lady Jayne rather than a competitive brand. It is a market in which the retailer can be tempted to add alternative lines to a stand ("pirating" the manufacturers call it, not surprisingly when it is realised that a stand can cost them over £30 to produce!).

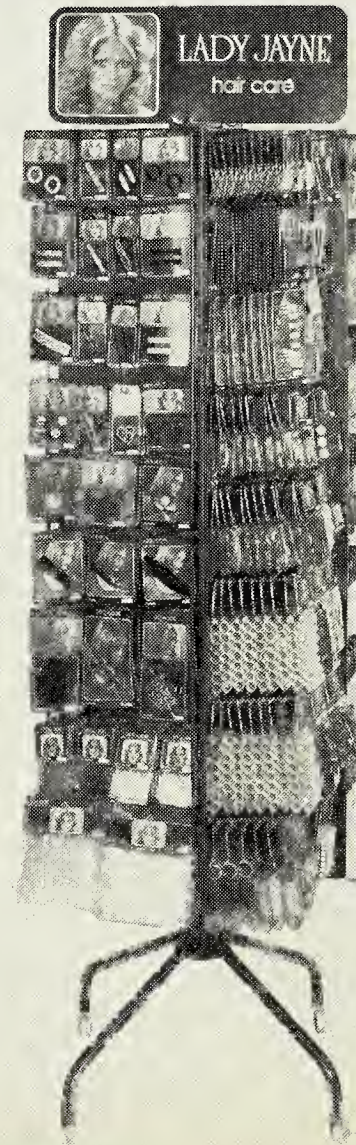
But the Lady Jayne philosophy is to satisfy all the consumer's needs under one brand and to ensure continuity of

supply by being prime manufacturers—90 per cent of the products are made at their extensive factories in Birmingham, almost all, in fact, except for the "soft goods". The benefits are maximum efficiency in production, control of prices, plus benefits from automation.

These manufacturer-level benefits have been concentrated at retail level in the recent relaunch of the Lady Jayne range in attractive, cost-effective packaging and display geared to maximum consumer choice and impulse ("browser") appeal, allied to minimum display space (see C&D, February 7, p173).

The new stand holds up to 30 per cent more goods than before and provides an rsp value of over £300 in 2½ sq ft of space. Laughton believe they have packed the stand "as tight as it will go", providing a total of 90 hooks. To help the retailer attain maximum potential with the stands, a network of franchised wholesalers has been established (a list appears elsewhere in this issue), each holding back-up stock of all items on the stand and most providing a regular merchandising service.

Laughton's philosophy is to resist the temptation to bring out new lines with every temporary change in fashion—they prefer to keep the stand for "mainstream" items which the customer can always rely on finding displayed. It is an approach which should suit the independent chemist who may thus rely on a regular profit without the clutter of outdated and unsaleable stock.





The Shelf Strippers.

Many of you could sell much more Grecian 2000 and Lady Grecian 2000 than you are buying...but you can't sell what you don't have.

So, when we tell you that Grecian 2000 and Lady Grecian 2000 outsell their nearest rival by over 3 to 1 don't be too surprised. The fact is that they are the only hair colour restorers to be advertised nationally on TV, and over the last two years we've been spending more on advertising than all our rivals put together.

As you can guess we intend, through continuous heavy support, to keep things that way.

There just remains one question...

Are you stocking enough?



You'll find Wella

Yes, *all* the right places. All the right women's magazines. And all the right High Street shops. You *still* won't find Wella in grocers' shops, of any size. Our advertising and promotion budgets are at an all-time high reflecting our confidence in the future. Ours, and yours.

From Wella, the hair colour you can use at home... with confidence





s in all the right places.

All our advertising stresses the very real value for money that Wella products represent. And that's the story that will sell today. Be ready.



we know about hair

If you
use one
of these

You need
one of
these.

loDry

PHILIPS REPORT


PHILIPS

The Philips Home Trim has only been out six months. And already we're improving its performance.



It's been so successful in the Midlands, Lancashire, Yorkshire and Tyne Tees we're going to keep running it.

From May 10th for 4 weeks in Lancashire, Yorkshire and Tyne Tees. And from June 7th for 4 weeks in the Midlands.

We're also extending the TV campaign to Harlech, Anglia, London and Southern.

We expect it to be equally successful in these areas. So we're going to start running it. From June 7th for 4 weeks. The total campaign will reach over 19 million adults.

So make sure of your cut. Get your order in early.

Simply years ahead.



Colourants: growth and rationalisation?

by John Allan, group product manager. Clairol

The latest figures indicate that the home-user hair colourant market is worth around £15m per annum at rsp including permanents, semi-permanents, and bleaches but excluding rinses. It may surprise those not involved in this field to know that permanent hair colours are the biggest sector, accounting for some 46 per cent of the total annual sales. This sector is dominated by Clairol's Nice 'n Easy, which accounts for 52p in each £ spent on the top six permanent colourants, outselling the conglomerate figures of the next five—Casual (Gillette), Recital and Belle Color (both L'Oreal), Polytint (Lambert), and Colour Confidence (Wella). These six together represent over 90 per cent of permanent colour usage.

In the total OTC colourant market, Nice 'n Easy is performing very strongly and has increased its leading share from 16 per cent in 1975 to 19 per cent in the first two months of 1976 (see table). This has been achieved largely at the expense of other brands, although Elida-Gibbs' Harmony (a semi-permanent) maintained its second position and is expected to increase its share during 1976. Over the last 10 years permanent hair colours have shown a constant, though gradual, increase, and this growth pattern is certain to continue.

OTC hair colourants, all types*

Top seven brands, sterling market shares (per cent) as RSP

Brand	1976		
	Jan-Feb	1975	1974
Nice 'n Easy	19	16	16
Harmony	14	13	14
Belle Color	4	5	5
Casual	4	6	5
Recital	4	6	6
Sea Witch	3	2	3
Colour Confidence	3	2	—

* excluding rinses Source: TCPI

Over the total hair colourant market, the company shares split as follows:

Clairol	32 per cent
Elida-Gibbs	25 per cent
L'Oreal	8 per cent
Gillette	4 per cent
Wella	3 per cent

Colour Confidence is still a relatively new entrant to the home hair colouring market, but it is already increasing its share and will probably overhaul Sea Witch and Recital during the course of this year.

Much of the success of Nice 'n Easy must be attributed to three main factors: it was the first shampoo-in permanent

colouring, it made available a wide range of shades, producing natural-looking colours, and it has been promoted consistently at all levels. It also does the job the user expects of it. Worldwide it is the number one brand (at rsp) with Yamahatsu Feminine some way behind in second place (and thought to be sold only in S.E. Asia), Miss Clairol in third (in UK a salon-only product), and Loving Care in fourth position. Although Clairol's major research and development facility is in USA, it carries out specific projects for individual markets, thus the recently-introduced shade 117 medium warm brown for Nice 'n Easy was developed specifically for the UK market and cannot be found in any other region.

Our aim in UK is to increase colourant usage by attracting new users. Excluding temporary rinses, only 25 per cent of all potential women users buy home hair colourants in UK compared to 50 per cent in USA.

Advertising

In 1975, some £1.3m was spent advertising hair colourants, around £600,000 more than in 1974. This increase was due mainly to the sudden flurry of activity in the hair colour restorer sector and to increased expenditure by Clairol. Another significant fact was the change of approach—Elida-Gibbs, for instance, ran group product advertisements with a low key profile, the kind of advertising which, until recently, one only associated with up-market magazines like *Vogue* and *House & Garden*. Expenditure in 1976 is expected to total about £1.6m, of which about £150,000 will be accounted for by increased media rates.

Clairol plan to spend £400,000, mainly on Nice 'n Easy, Born Blonde and Quiet Touch. New attractive and visually informative packs for Nice 'n Easy have already been introduced and special self-selection merchandisers produced, which facilitate stock control and, in the larger outlets, can be used in banks to display the entire range of shades; each unit has eight rows of five packs depth each. During the summer, a pilot television commercial campaign will appear on Granada and, if successful, will lead to more extensive television exposure. This will be the first time for many years that Clairol colourants have appeared on UK television and will represent a national equivalent spend of £400,000.

Mainly due to the notorious raw materials shortage of 1974, 1975 began badly for bleaches, lighteners, and blonding preparations, though they recovered quite dramatically late in 1975 and at the beginning of this year. However, throughout the year, sales of Born Blonde re-



mained steady: it now accounts for a third of all bleaches and toners sold. Quiet Touch is the only real new development in this field, and fills a need for women who want subtle lightening without streaking or the need to touch-up new hair growth. Interestingly, it seems to be appealing to women who have never coloured or bleached their hair before, professionally or at home.

Grey hair

Covering-up grey hair is frequently the reason women first buy a hair colourant. The recent spate of promotional activity for hair colour restorers will almost certainly stimulate interest, among men as well as women, though it is doubtful if more than a handful of men will actually buy it for themselves. Despite their name, hair colour restorers only sometimes and coincidentally restore the hair to the user's original natural shade, and for this reason I feel their promotion will ultimately benefit the semi-permanent and permanent hair colour brands. I can confidently say that our own semi-permanent, Loving Care, will cover-up grey 100 per cent. This brand comes with its own conditioner and we find a growing trend among professional hairdressers to use Loving Care as a colour-conditioner for fading hair—by selecting a shade close to their client's own hair they give hair vitality as well as improved handling and general appearance properties. This "treatment", too, is often acceptable to clients who would otherwise shy away from having colour applied, and could well be a selling point for semi-permanent brands to the potential home user.

What of the future? There is already evidence of an increasing number of small brands being taken off the market, and this rationalisation of weak lines will continue. In a growing market of ever more sophisticated and demanding home users, it is the proven best-selling hair colourants which will succeed, partly because manufacturers of these brands are able rapidly to apply new knowledge and methods and materials to their products. From the consumer's viewpoint, it is the fact that they are the only brands which can, do, and will provide a large, wide, and subtle range of shades for each individual brand, be it permanent, semi-permanent, a lightener, bleach or toner. The key to success for manufacturers and stockists alike is the availability of as many shades as possible.

HAIR CARE

Product and promotion review

One formula, one size!

L'Oreal have introduced a new conditioner—Elseve Balsam creme conditioning rinse—with a “unique” formula suitable for all types of hair. Thus it is presented without variants, in just one size and in only one “flavour”.

This “no choice” aspect is expected to prove decisive with the consumer (as well as being welcomed by chemists facing stock-holding problems). L'Oreal point out that women do many things which ruin their hair—harsh shampoos, over use of heated rollers, sharp combs and brushes, stretching and pulling wet hair, etc. “But even when their hair does look out of condition, difficult to comb

and even more difficult to manage, many women have been reluctant to try a conditioner because until now the choice has been so confusing.”

Elseve Balsam has already become Europe's biggest-selling brand, say L'Oreal, who have established it in eight continental countries. And tests in the UK resulted in 41 per cent of the trialists becoming regular purchasers.

In use, Elseve Balsam should be gently massaged into hair towel-dried after shampooing. The hair is then combed through and left for one minute before rinsing. Pack size 170cc (£0.75).

The launch campaign will be worth



over £½m and includes 30-second television spots and distribution of 4½ million free miniature bottles and 4 million “5p-off” coupons. A further television campaign will be emphasising the L'Oreal corporate concept of “combining quality and value”.

Point-of-sale material and further details from Golden Ltd, 18 Bruton Street, London W1A 1BX.

‘Selection’ conditioning

Bristows shampoo has been relaunched with a “greatly improved” formulation incorporating polymer as a conditioning agent. At the same time, Beecham Proprieties, Great West Road, Brentford, Middlesex, have added an extra-hold variant to the Bristows hairspray range relaunched a year ago with “amphomer” resin as the controlling agent (see Hair Care Supplement, C&D, May 17, 1975).

The claimed advantage of the new Bristows shampoo is that conditioning is “selective”, automatically matching the degree of conditioning to the state of the hair. Thus, if the hair is in good condition, little polymer is absorbed, whereas hair in poor condition absorbs more polymer to improve its state. This self-selective aspect of the polymer ingredient's action represents a dramatic

improvement in conditioning shampoo performance, Beecham claim.

The conditioner is presented in five variants—for normal, dry, greasy, or fine hair, or for dandruff—and comes in sachet (£0.06), 80cc bottle (£0.26) and 130cc bottle (£0.38). Each variant is colour-coded for easy recognition on-shelf, and the shampoo and hairspray are strongly linked through the brown and gold pack design.

Advertising support will include separate shampoo and hairspray television commercials within a £600,000 campaign which starts later this month. The shampoo will additionally feature “trial offer” bottles marked with reduced prices—£0.18 for 80cc; £0.26 for 130cc. Point-of-sale material is available and there will be a programme of promotions.



Trial being an important element in gaining consumer acceptance, Bristows shampoo with polymer is launched in this special pack, shown here with the new counter display unit

Vitapointe budget 70 per cent up

To follow the “dramatic success” of Vitapointe conditioner in 1975, Fisons Ltd, pharmaceutical division, Loughborough, Leics, are looking forward to even more growth in 1976, supported by a 70 per cent bigger advertising budget. The programme includes extension of the Press campaign into a wider spread of prime women's magazines, in response to a 1975 consumer sales increase of up to 26 per cent over 1974. Advertising will continue to focus on conditioner, which accounts for some 80 per cent of total Vitapointe consumer sales (the remainder coming from moisturising shampoo and after shampoo conditioner).

There will be strong television support during June, July and August in three television areas (ATV, Granada, Trident). Brand manager David Whyte says last year's test in Trident apparently worked very well so the area covered is being extended. “We believe that the brand's relatively slow repeat-purchase frequency means that short-term business results can mislead—but in this case our research and business results are very encouraging.”

Vitapointe conditioner is now offered in a new large 45g tube aimed to meet the developing trend (experienced by the brand over recent years) of the large (26g) size heavily out-selling the small (15g) size pack.

Cossack relaunched

Cossack men's hairspray is being relaunched with improved formula—and a third variant has been added for greasy hair. At the same time, the existing variants, for normal and dry hair, now contain 33 per cent more conditioner.

Packaging has been improved by the use of a can with welded seams allowing stronger Cossack branding over the total pack surface. The 340g-size (regarded as a major growth area) has been changed to a sleek, easier to hold can.

The pack retains the Cossack horseman logo, with the words "improved formula" or "new formula" flashed, and with increased emphasis on "natural hair control".

A television campaign covers 70 per cent of the UK—London, Midlands, Lancashire, Yorkshire, Tyne Tees and Scotland. Two commercials feature rally champion Roger Clark and (new) Neil Williams, the British aerobatic champion.

Reckitt Products, Stoneferry Road, Hull HU8 8DD, regard the greasy hair variant as presenting a real opportunity to develop and expand the younger section of the market—"the 16 to 24 year old group, which tends to have oilier hair, is turning to the smarter, groomed look, and is strongly exposed to Cossack's rally theme." Recommended prices for Cossack are unchanged.

Bioscal on bonus

Bioscal Formula and Bioscal shampoo are being offered at six bottles for the



price of five, until the end of May. Current advertising support includes colour spaces in five leading men's magazines. A range of point-of-sale material, including poster, displays and leaflets, is available from Cosmopolitan Ltd, PO Box 789, 127 High Street, London SW18 4JB, or through wholesalers.

Accent on British-made

A wire-rack display unit for Denman hair brushes (pictured on p578) is now available from Denroy International Ltd, 85 Brighton Road, Surbiton, Surrey. Prominent on the unit—and all promotional material—is a Union Jack, stress-

ing that the brushes are British-made. The makers claim that the Denman brand is recommended by hairdressers to their clients and that recent demand has forced them to increase production to the maximum. The range includes styling, radial and tangle and curl, as well as standard brush designs.

This new counter unit for Clairol Natural Balance holds 18 bottles—six of each variant. The headboard reflects the Press advertisement currently appearing in leading women's magazines—a young girl with flowers in beautifully conditioned hair. Available only from Clairol representatives (Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB).



The preventive treatment for falling profits.

Bioscal Formula is the breakthrough hair care product developed at the University of Helsinki.

It retails only through chemists at £4.95 per bottle. Yet you buy Bioscal at £3.07 (VAT excl.) and until the end of May you get 6 bottles of Formula or Shampoo for the price of 5.

Giving you a 44% profit on return.

We're giving over 20 million

opportunities for your male customers to learn about Bioscal in impactful colour ads in the five leading men's magazines.

We have a full range of posters, window and shelf displays, and leaflets to help you sell Bioscal.

And remember, once you've made a sale you'll have plenty of repeat business. All over the world an amazingly high percentage of first time buyers have come back for Bioscal Formula, regularly.

And there can be only one reason. Bioscal really does what it says it does.

Obtainable from your usual wholesaler. Vestric Ltd are the main pharmaceutical distributor. For full details contact: ComoPharm Ltd, PO Box 789, 127 Wandsworth High Street, London SW18 4JB. 01-870 4248.



BIO/SCAL®

HAIR CARE

Product review

Herbal variant's wider appeal

New Tegrin Herbal has been formulated to appeal to the spectrum of medicated shampoo users, from the purchaser of a family dandruff shampoo to the person with a serious dandruff problem.

The makers, Stafford-Miller Ltd, 166 Great North Road, Hatfield, Herts, say that unlike the previous Tegrin commercial, more emphasis is to be given to Tegrin Herbal's ability to give the user clean and attractive hair with the added—and from a marketing angle, most important—exclusive bonus of a herbal fragrance. This will naturally be linked to Tegrin's proven dandruff control. The company's research shows that the product's colouring (green) and fragrance (herbal) appeals to the largest segment of dandruff shampoo purchasers.

An introductory offer is available to the retailer, who will be provided with special display packs and "shelf wobblers" as point-of-sale material. The advertising campaign, starting on May 17 in all areas, is of a heavyweight nature with national expenditure of £200,000 on a completely new 30-second television commercial designed to reach 90 per cent of housewives at least eleven times.

The Tegrin pack has been freshened to a complimentary green for the new product, while the equivalent original lotion has been appropriately modified in style. Recommended retail price is £0.54 per pack (110g).

Pack update and new brush range

Thicken Hair is now available from Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland, with bright new



Display outer for Tegrin Herbal

packaging. Both phial and bottle are in coloured PVC and the larger size now contains 125cc (price unchanged at £0.69). The phial, giving two to three applications, now comes packed on a brightly-coloured blister card (£0.23). From June, the phial will be offered at 5p-off as an inducement to consumers to try the product.

Jackel also have available two new ranges of high quality hairbrushes in popular styles and at competitive prices. The Beechwood range consists of three, lacquer finish styles; semi-radial/professional and styling. This Swiss made hairbrush has 70 per cent bristle and 30 per cent man-made fibre and comes in trade packs of one dozen containing six semi, three professional, and three styling type brushes. Available complete with counter display stand and header card these three styles retail at £1.39 each. Also in the Beechwood design is a full-radial hairbrush (£1.45) supplied in a counter display box of 12 complete with header card.

The new nylon range, also including semi-radial, professional and styling, is available in orange, yellow or green. They retail at £0.69 each and come in counter display box with header card. Also available is a pack unit of radial style retailing at £0.89 each.

Display units aid stock-holding

Devon Hair Care, now newly formed under the trade name Devoncare Ltd, say they are planning many new approaches to the hair care market, the main aim being to assist the chemist trade, both in traditional and self-selection-type outlets to merchandise their vast range of products on units which will link in with modern shop fittings.

Display stands are being developed such as gondola and fixtures, with product storage space behind the unit, which will also assist with the stockroom storage problem. Two new revolving floor

stands are now being sold, namely Ranger and Select. The colours used in the design of these two stands have been carefully selected, again in an effort to link in with the "chemist-trade image". The metal-work is silver-grey, and the peg board white. These two colours are said to help create the clinical effect of the pharmacy. Both the metal header and the product cards are in a new magenta shade, which will give the products feminine appeal, and warmth to the display, Devon believes.

The move of the Devoncare factory and offices from Luton to Birmingham is now complete, and the company say every effort is being made to re-stock shelves with existing and new hair care products. Devoncare Ltd, 99 Robin Hood Lane, Hall Green, Birmingham B28 0JG, claim that many times in the past, the hair accessory market has been slow off the mark in realising the potential for certain products caused by fashion trends. They argue that ever-changing fashions in hair styles make the business buoyant; these fashion changes must be anticipated and catered for.

Publicity boost

The Teeda hair straightener formulation had its reputation underpinned by the recent adverse publicity in respect of hair straighteners containing harsh caustics, say the makers H. & T. Kirby & Co Ltd, Mildenhall Bury St Edmunds, Suffolk IP28 7AX. The latter products have been investigated in the United States and are considered undesirable for hair straightening purposes.

A continuous media promotion campaign on Teeda at present encompasses *Look Now*, *Honey*, *Jackie*, *19*, *Melody Maker* and *Girl About Town*.

Kirby say the cream hair conditioner addition to the Teeda hair care range is becoming well accepted by consumers with a good repeat purchase pattern. It is promoted with a spread similar to that for Teeda hair straightener.

New commercial

As the trend away from "gimmicky" ingredients to mild, pure shampoos increases, so the "gentleness" sector has become more important and now accounts for nearly 10 per cent of the market, according to Johnson & Johnson Ltd, Slough, Bucks, who claim to have done much to develop this situation.

Johnson's baby shampoo has only been actively promoted to adults since 1974, with the "Don't wait to have a baby to try it" television commercials—resulting in sales rising 500 per cent. Eight out of ten bottles of Johnson's baby shampoo are now bought and used by adult women.

During 1976 the brand will again be heavily supported by national television advertising and an active programme of sales promotion. "We have a new commercial in preparation", says product manager, Alan Thornton, "which we are confident will bring our gentlest shampoo story to an even wider audience."





Heard about Harmony? We're the No.2 hair care range!

Yes, the Harmony products
are now the No. 2 hair care
range in Britain!

And we'll make sure that

we keep our place, second only
to our sister range, Sunsilk.

So watch out for Harmony—
another leader from Elida!

LOOK AT THESE FIGURES:

Product	Market Share*	Position
Harmony Hairspray	16%	No.2
Harmony Shampoo	8%	No.3
Harmony Setting Lotion	9%	No.2 (of Aerosols)
Harmony Colourant	14%	No.1

*All shares volume October '75 TCPI.

Harmony—from Elida, the Brand Builders!



Elida Gibbs Ltd
The Brand Builders

Choosing Recital

Every year, more and more women decide to colour their hair.

It may be a sign of a more colourful outlook on life. Or the sight of that first grey strand.

But whatever the reason, there's only one natural thing to do.

Choose one of Recital's 14 shades to help them safely through.



It's understandable. Recital is the only leading colourant to include a gentle conditioning shampoo in every pack.

No other does more to add new life to a woman's hair. New colour to her life.

Years of experience have made Recital the most trusted name in the business.

Try us on your customers and you'll trust us too. It's only natural.

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DENMAN



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- ★ These famous brushes are now available with FREE Easy-to-Refill Goldtone Wire Rack Display and colourful Window Streamer.



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Today, there's an increasing demand for home hairdressing appliances – and this new, cordless waving iron from BaByliss is high on the current list of style-setters. It's one of a range of elegant, high-quality products created by this famous French company, all of which are available from Standrings, the sole UK distributors. Become a BaByliss stockist today, and gain a head start on your competitors.

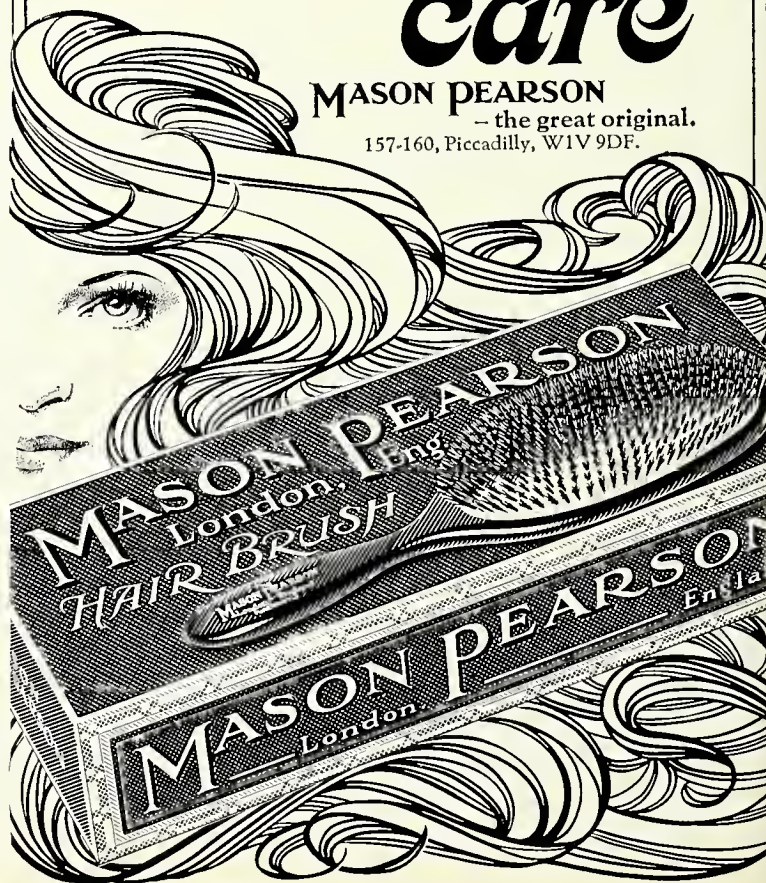


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Professional News

Pharmaceutical Society of Ireland

Department to be pressed on hospital training

A deputation from the Council of the Pharmaceutical Society of Ireland should meet representatives of the Department of Health to discuss how arrangements for preregistration training in hospital pharmacies might be improved in future years.

That was decided by the Council at its meeting last month after the Department's reply to a previous letter from the Society on the subject had been read out. The letter stated: "Preregistration training in hospital pharmacies is governed by the provisions of Hospitals Commission circular (Ref GC 31/71) of September, 1971. Posts of trainee pharmacists have been approved in some Dublin hospitals in accordance with the provisions of this circular and the Department has received proposals for the creation of posts of trainee pharmacists in a few other Dublin hospitals. It is regretted that consideration of these proposals has had to be deferred on account of the present difficult financial position which of necessity compels hospital boards to maintain services at their existing levels."

Forged prescriptions

It has been brought to the Society's notice that forged prescriptions for Palfium are being presented in Dublin pharmacies, both north and south. These are on pre-printed note paper bearing the names and addresses of fictitious doctors and, in some incidences, showing telephone numbers starting with the prefix 95. The Society's president, Dr W. E. Boles, urged pharmacists to be vigilant and thus help apprehend the forger.

Dr Boles referred to the Medical Preparations (Control of Sale) (Amendment) Regulations 1976 which came into effect on May 1 (*C&D*, April 24, p603). He pointed out that the new controls are similar to those in existence in most other countries and were being introduced by the Minister of Health in the interest of public health. The Regulations would result in pharmacists being involved in the time consuming exercise of explaining the new rules to patients accustomed in the past to obtaining topical corticosteroids, bronchospasm relaxants in aerosols, phenacetin preparations and chloral-based products without prescription.

The Council had engaged for some time in detailed discussions with representatives of the Minister on the problems of implementation confronting pharmacists after May 1. As a result of those discussions, the problems had been mitigated to some extent; now that the Regulations were being promulgated, the Council were confident that pharmacists would carry out their functions in a responsible manner.

Mr R. J. Power, the Irish representative on the EEC *groupement*, said he had received a report from Mr J. A. Verreydt,

the group's secretary, indicating developments since the motion adopted by the Executive last November, on mutual recognition of diplomas, was referred to each member country for comments. The Irish Society had conveyed its views to Mr Verreydt, with particular reference to the quantitative elements in the proposed pharmacy course. The text of the motion was also sent to Mr Braun, Director of Internal Market, EEC Commission, and to the European associations of industrial pharmacists and of hospital pharmacists. But there had been no reaction from the Commission as yet. The next meeting of the *groupement* Executive Committee has been fixed for June 25 and any new information from the Commission is to be discussed then.

The EEC Pharmaceutical Committee, set up in accordance with Directive 75/320 of May 20, 1975, had its first meeting at the end of 1975 under the chairmanship of Mr Braun. The function of the Committee is to examine any question relating to the application of Directives on proprietary medicinal products or any question in the area of such products brought up by the chairman of the Committee, and it will be consulted on any amendments to Directive 65/65. Irish representatives on the Committee are: Dr Hensey, secretary, Department of Health; Mr L. Flanagan, principal officer, Department of Health.

On the domestic scene, it was stated that documents submitted by the various interested parties, dealing with acceptance by the State of the responsible role of the pharmacist, and requests for necessary legislation, are at present receiving detailed examination in the Department. It was expected that further information would be forthcoming shortly.

Western Region project

Mr M. F. Walsh, vice-president, reported that work was going ahead on the Western Region project but that it was a complex and complicated project. The terms of reference were that the committee should work through the EEC Committee, reporting to them and eventually to the Department. A number of meetings have been held and various statistical data collected. It was pointed out that the objective is to examine the existing pharmaceutical services and strive to ensure that a quality service should be available to all persons in the Western Health Board area. Every aspect will need to be examined in detail to see if a viable plan can be devised. Future steps are being prepared and these are expected to include a detailed questionnaire for each pharmacy in the Western Region.

The Practice of Pharmacy Committee submitted a report about "irresponsible"

prescribing. It stated that while it is primarily a problem for the medical profession, there are professional, legal and moral implications for pharmacy. Guidelines suggested by the Committee are:

☐ Pharmacists must be circumspect at all times when accepting prescriptions from patients. They should never express an opinion which could be construed as a criticism of the prescriber, his diagnosis or the treatment.

☐ If a problem presents itself, pharmacists should contact the prescriber discreetly. Where there appears to be significant overdosage, the prescriber should be requested to initial the dose on the prescription.

☐ Where there is a continuing problem, the Society should be informed in confidence, so that steps can be taken to deal with the situation.

☐ In appropriate cases, the Society would refer matters of this kind to the Department or the Medical Registration Council.

Dr Boles reported that there were community pharmacists who were experiencing difficulty in carrying out their professional activities because of the unsatisfactory supply of essential drugs and medicines from some companies. In certain cases, not only were such preparations not available but there was no explanation as to the cause or the likely date of resumption of supply. Dr Boles felt that in such cases a pharmacist had no option but to contact the prescribing doctor and inform him of the situation. He also believed that when a company foresaw a shortage of stocks of certain preparations, they should notify doctors and pharmacists.

Hospital pharmacists' meeting

Mr P. Browne, treasurer, informed the meeting that the European Hospital Pharmacists' Association Annual Congress would be held in Ireland next year. Dublin had been the unanimous choice, a decision which he attributed to the success of the FIP Congress there in 1975.

The Pharmaceutical Society of Western Australia presented the Society with a bound volume entitled "History of Pharmacy in Western Australia", which will be placed in the Society's library.

Other points from the meeting included:

☐ A letter was received from the Higher Education Authority enclosing the second instalment of the grant-in-aid towards pharmaceutical education for 1976. The payment was gratefully acknowledged.

☐ A communication was received from the Council of the Pharmaceutical Society of Great Britain stating they would consider favourably the recognition of the new four-year degree course in pharmacy at Trinity College Dublin on a reciprocal basis. It was agreed that the registrar should write to the Great Britain Council thanking them for that further evidence of their interest in the development of pharmaceutical education in Ireland.

☐ At a request from the Southern Health Board, Mr Aidan O'Shea was nominated successor to Mr D. O'Leary as the pharmaceutical representative of the South Cork Health Committee.

The deaths of the following members were noted with regret: Terence J. Cosgrove, LPSI; James Duggan, MPSI; Alexander J. Lyons, MPSI; Norah E. Plewman, MPSI; Alfred C. Rush, MPSI; Walter Webb, LPSI.

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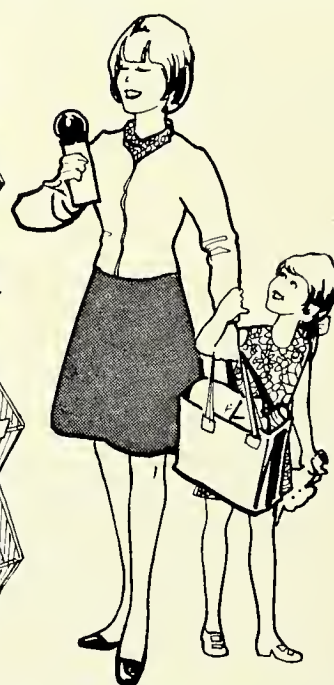
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Inside your shop more display material continues the value theme, while the Vantage merchandising unit shows off the goods perfectly, and positively invites custom.

All Vantage retail display material promotes the products themselves or the 'Value for the Family' theme — not the name Vantage. You're able to compete favourably with large national retailers and increase your selling power, without reducing your independence — that's the advantage of Vantage.

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- A supply of both permanent display material and monthly product windowbills, and in-store promotional material.



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Royal Society of Health Congress

Danger from 'shopping list' prescriptions

The possibilities of drug interactions arising from "shopping list" types of prescriptions was highlighted by Professor P. F. D'Arcy, professor of pharmacy, Queen's University, Belfast, last week.

In a paper presented at the pharmaceutical session of the Royal Society of Health's annual conference at Eastbourne, Professor D'Arcy said that the role of polypharmacy in iatrogenic disease is not insignificant, since toxicities not shown by drugs when used singly may develop when used in combination. Statistics of drug-induced disease, sparse as they were, "uniformly emphasise that the risk of untoward reaction bears a direct relationship to the number of drugs prescribed and given at any one time. Despite repeated warnings on the dangers of interactions when multiple drugs are prescribed without regular patient supervision, examples of both these practices continue to multiply."

Professor D'Arcy said he was running a "competition", whereby retail pharmacists informed him of prescriptions consisting of a number of items, and a "winner" was declared every so often. The current record is held by Mr C. V. Hammond, Bishops Stortford, Herts, who had dispensed 12 items on one FP10 form for a single patient. He commented: "The prediction of possible interactions amongst these 'shopping lists' of drugs would indeed provide a fascinating exercise, were not the implications so serious."

Unfortunately, continued Professor D'Arcy, the danger of polypharmacy was sometimes concealed from the doctor since the patient, "blissfully unaware of the hazards of drug-drug interaction," might indulge in self-medication; he explained that when a prescribed monoamine oxidase inhibitor is taken with a self-prescribed common cold remedy containing certain sympathomimetic decongestants, a hypertensive episode might ensue.

General sale list concern

In that respect, many of the drugs provisionally included in the general sale list "are a matter for concern." General sale list items such as acetomenaphthone, cyanocobalamin, folic acid, lithium salts, noscapine, phenylephrine, phenylpropanolamine and pyridoxine, which are potential interactants with prescribed medicines, "should not be available without some measure of medical or pharmaceutical control," he argued.

Earlier, Professor D'Arcy had given figures from the USA which showed the extent of the problems with adverse reactions. It was estimated that some 30,000 people died each year there as, a

result of taking medicines prescribed for them and perhaps about ten times that number suffered other adverse effects. He felt that multiple drug therapy and the resulting drug-drug interactions were the root cause of much of the problem, which was not confined to the USA.

Professor D'Arcy revealed that in Ulster, a team of pharmacologists, physicians, and ward-pharmacists had commenced a five-year survey of all adverse drug reactions in one of the teaching hospitals, and had also started a similar hospital-based survey in long-stay psychiatric patients.

Other points raised by Professor D'Arcy included that some adverse drug reactions have a genetic factor; and that the very old and the very young are liable to be more sensitive to drugs. The latter could possibly be because their metabolism and excretory mechanisms are less efficient than in the mature adult, and geriatric patients can have a considerable reduction in the reserve capacity of many organs, resulting in a narrowing of the safety margins between therapeutic and toxic dose of many drugs. He felt that, after concern at iatrogenic disease drug interactions and biological availability, the long-term adverse effects of drugs could be the next crisis to face: "One might even foresee that drug induced neoplasia would be a likely delayed effect of some medication." Such delayed iatrogenic neoplasia might possibly affect the patients' progeny.

Turning to oral contraceptives, Professor D'Arcy said it was becoming clear that the patient stabilised on a specific treatment regime was at peculiar risk from interaction with other drugs prescribed for coincidental conditions, and a woman taking oral contraceptives clearly fitted into that category. Dietary factors could also be involved, in a woman whose diet was low in folic acid, use of oral contraceptives could lead to a deficiency, and for that reason he felt folic acid levels should be checked at regular intervals; that "makes nonsense" of the debate about whether the "pill" should be taken off prescription and "given away with a packet of tea".

Work of CSM

Dr W. H. Inman, principal medical officer, Committee on Safety of Medicines, described the work of the Committee's adverse reactions sub-committee. The level of reporting of adverse reactions by doctors was generally low, and Dr Inman illustrated that by reference to practolol. Up until the time the eye syndrome was recognised and published only a single report had been received at a time when about 100,000 patients had been exposed to the drug. "Once the publication appeared, reports flooded into the Committee's offices and more than 200 examples of ocular complications are now known to have occurred prior to this publication." In 1967 an epidemic of 3,500 deaths of asthmatics in excess of normal expectation was shown to have a "striking correlation between the rise and fall of sales of bronchodilators, yet up until the time the Committee issued a warning, only six doctors had reported their suspicions."

The "seven deadly sins" given by Dr Inman as being among the reasons why reporting is so incomplete were:

☐ Complacency, the result of mistaken belief that only safe drugs are marketed;

☐ Fear of involvement in litigation or of an investigation of prescribing costs—no British doctor had been in court as a result of a warning to the Committee, but in the USA the fear of litigation could be a reason why the Food and Drug Administration's system was a "flop";

☐ Guilty feelings about damage which may have been caused to patients;

☐ Ambition to collect and publish a personal series of cases: "The sin of ambition has undoubtedly been responsible for serious delays in reporting";

☐ Ignorance about what reactions should be reported;

☐ Diffidence in reporting mere suspicions;

☐ Indifference to the responsibility that an individual doctor has to contribute to the general body of knowledge about the effects of drug treatment.

Turning to the future Dr Inman considered ways of monitoring new drugs when they were put on the market. There had been many attempts at monitored release to certain groups of doctors but they had not worked too well in general. Where a preparation was only used by hospitals, a "rift" could be produced between hospital doctors and general practitioners. He felt a special category should be created of "recorded drug", whereby any doctor was free to prescribe it providing he registered its use and reported results of the therapy.

Patient's 'drug passport'

During the discussion, the session's chairman Mr A. Aldington, asked whether rather than ask patients to bring back their bottle for their next prescription, it would be more practical if patients carried a complete drug history with them. Dr Inman felt that a "drug passport" recording current drug therapy which could be checked by the pharmacist before dispensing another prescription, would be expensive. Professor D'Arcy said it would be easier for the patient to be registered with the pharmacy—such a scheme had been tried in Ulster as an experiment and did seem to work well.

Dr Graham, a general practitioner from Wakefield, felt that the psychiatrist was one of the major sources of polypharmacy, and in treating the elderly it was necessary to institute an hourly regime. Professor D'Arcy thought that as far as the elderly were concerned strip packs were the solution, with the doses to be taken at one time put together in the same section, but it would present a problem to the pharmacist.

Mr D. Nunn, principal pharmacist, Department of Health, said the "top of his league" prescription had 15 items on it, but everything the pharmacist required to know before dispensing it was also there! He asked whether the long term effects of drugs such as oral contraceptives should be looked for now, rather than waiting for them to happen.

Dr Inman said that the Committee had realised that the yellow card system did not give a chance of showing up carcinogenicity. However special studies of registered deaths were taking place, one of which looked as if it was going to confirm the suspicion of teratogenicity in the use of hormonal pregnancy diagnosis tests. One way of detecting carcinogenicity could be by medical record linkage "from birth to the grave."

PHILIPS REPORT

**PHILIPS**

New Ladyshave TV smoothes the way for even bigger sales.



Philips Ladyshave is the brand leader in dry shaving for women.

The Ladyshave sells over twice as many as its nearest competitor.

The Ladyshave will be on TV in London, Southern,

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So with this exciting new commercial we expect Ladyshave sales to go even higher. Don't miss out.

Simply years ahead.



Letters

Council members' ages: the knockers knocked

Council members Baumber and Walker once again have the temerity to "advise" the electorate as to how to cast their votes in the forthcoming Council election (*C&D*, May 1, p637). Last year, as first-time aspirants, they had, arguably, some justification for so doing; this year, as sitting members, they appear to be guilty of unethical interference, as well as going against their own (Council) policy.

This aspect apart, however, analysis of their joint recommendation is interesting. They ask that we do not support "those candidates whose age and length of service has led to the adoption of rigid doctrinaire attitudes by Council". But how do we know—how can anyone know—who or what has led to any such adoptions? The adoption of rigid doctrinaire attitudes is by no means the prerogative of the elderly.

Attempting to make some sense of their idiotic statement, one can only assume that the advice they intended to give is that we should not vote for candidates who are elderly and who are—or have been—long-serving members of Council. But, how old is elderly? And, how long is long-serving? We do not know the age of candidates, but are able to fix their minimum ages by reference to the year in which they qualified; and on this basis, find that only three candidates are definitely over 60 years of age—Mrs Lucas-Smith, Mr Madge and Mr Stevens. Furthermore, of these three, the longest-serving (Mr Stevens) has been on Council rather less than 10 years. The inference of the Baumber-Walker advice is, thus, obvious.

The analysis now becomes fascinating, because last year (as a result of the B-W advice?), Mr Stevens was not re-elected, but was subsequently co-opted back on to Council. And who instigated the co-optation? Who proposed and seconded? None other than Walker and Baumber! A case of "First you knock him off; then co-opt him back on; then you knock him off, . . ."

And if that is a fair example of the attitude of new, younger members of Council, then I must decline the advice given. Much better the devil you know, than the devil who doesn't even know himself.

W. A. Beanland
Crawshawbooth, Lancs.

Candidate emerges from 'hiding'

C&D's editorial of April 24, together with the letters published in the May 1 issue have prompted me to come out of "hiding" from the official silence of candidates in this year's Pharmaceutical Society Council elections.

I agree wholeheartedly with the com-

ments raised in the editorial and in Mr J. Davies' letter concerning this blackout period. All members of the Pharmaceutical Society, whether or not they are standing for Council, should be able to speak freely, especially in the pharmaceutical Press, on *all matters* of topical pharmaceutical interest *at all times*. It is not only democratic of the candidates to express vital points at this time, but also important for the electorate to determine candidates' views on current pharmaceutical matters in order that they might feel able to use their votes correctly and wisely.

In fact, a motion was presented by myself at last year's annual meeting on this subject and was passed by an overwhelming majority. However, the Council chose only to put forward the nomination dates by one month and continued the blackout period in connection with letters to the Press. I think the time has come for Council to reconsider these procedures once again.

As regards Mr Even's challenge (p637), I agree that if the name of the pharmacy is X (Chemist) Ltd, and is known by the public as such, then the title should be able to be used in any advertising so long as no reference is made to professional services or dispensing. Members of the public often seem to know the local chemist or pharmacy by reference to that title and rarely, if at all, only by the name of the company or the owner pharmacist. To advertise merchandise in this way is, I am sure, quite distinct from attracting professional services.

R. W. Odd
Stoke Mandeville, Bucks.

Students and the Society

I feel I must reply to the article headed "Student outlook" (*C&D*, April 17, p551) in which the writer appears to have misunderstood the purpose behind the British Pharmaceutical Students' Association's application to the Pharmaceutical Society for a special category of membership.

To claim that "the reason is basically money: the students wish the Society to relieve them of their financial burden", is a misrepresentation of the facts. It was pointed out during the conference presentation that the BPSA wished to maintain the existing financial structure in order not to place further financial burden upon the Society. In fact BPSA is endeavouring to strengthen its professional bond with the Society. The byword might well be "participation", not only by the student but also the general membership. I would hope that this participation in college and local branch affairs would encourage both the membership and the students to gain a much more acute understanding of each others problems. It was BPSA's intention, through the medium of an input to the Branch Representatives Meeting to give the students an enhanced awareness of their responsibilities within the profession.

I hope that through the medium of this column, I have been able to shed some light upon an issue which the students, and hopefully the Society, consider to be of importance.

A. G. Banks
BPSA life member,
Alloway, Ayr.

Coming events

Monday, May 10

Brighton Branch, Pharmaceutical Society. Langford's Hotel, Third Avenue, Hove, at 8 pm. Discussion of Branch representatives motions.

Enfield Pharmacists' Association, medical centre, Chase Farm Hospital, at 7.45 pm. Annual meeting and social evening.

Southampton Branch, Pharmaceutical Society. Visit to fish farm, Mountbatten Estate, with Mr Aldrich (water bailiff) followed by pub supper.

Tuesday, May 11

Galen Group, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Mrs Manning and Mrs Finch on "The Brownings".

North London Branch, Pharmaceutical Society, School of Pharmacy, Brunswick Square, London WC1, at 7.30 pm. "The pharmaceutical collector's world", with a panel of speakers: Dr M. P. Earles, Mr D. C. Harrod, Mrs A. Lothian-Short and Mr L. G. Matthews.

Shropshire Branch, Pharmaceutical Society, Medical Institute, Copthorne Road, Shrewsbury, at 7.45 pm. Colostomy evening.

Saturday, May 15

Socialist Medical Association, Vitello D'Oro restaurant, Great Smith Street, London SW1, at 7 pm. Annual dinner. Tickets from C. and A. Thomas, 54 Finchley Court, Ballards Lane, London N3, (single, £4.00, double £7.50).

Sunday, May 16

Manchester Branch, National Pharmaceutical Union, Conference centre, Prestwick Hospital, at 11 am. Mr R. G. Worby (a member of the NPU Executive) and Mr J. P. Kerr (a member of the Pharmaceutical Society's Council) on "Salaried service or private contractors?". Attendance limited to 120. Applications to Mr M. E. Wood, 193 Langworthy Road, Salford 6, Lancs.

Advance information

North Western Region, Pharmaceutical Society. One-day conference, Queen's Hall, South Promenade, Blackpool, May 23 at 10 am (pre-conference dinner May 22). Professor M. Rowlands, pharmacy department, Manchester University, on "Future prospects for the hospital pharmacist"; Mr W. Jones, administrator, Manchester FPC, on "Consequences of health centres to the general practice pharmacist"; Mr J. P. Kerr, member of Council, on "Future role of the pharmacist" (full ticket £8.50). Details from Mr C. Mellor, 28 Denby Lane, Heaton Chapel, Stockport, Ches.

King's College, University of London. Faculty of engineering one-year course on "Powder technology", under the direction of Professor H. E. Rose, leading to MSc degree. Commencing October. Details from The Registrar, King's College, Strand, London WC2R 2LS.

Who? Which? Where?

Who are the members of the National Pharmaceutical Union Executive Committee?

Which is your nearest Poisons Information Centre?

Where are branch pharmacies of R. Gordon Drummond Ltd sited?

What Medicines Act Orders and Regulations have been issued?

The answers to these and thousands of similar questions which arise every day in pharmacy practice—retail, wholesale, hospital, industry—are to be found in the 1976 Chemist & Druggist Directory and Tablet and Capsule Identification Guide, available from Benn Brothers Ltd, 25 New Street Square, London EC4A 3JA, price £8 to *C&D* subscribers, £12 to non-subscribers, post free.

ABPI attacks Labour Party plan for drug industry

Implementation of the Labour Party's report "Public control of the pharmaceutical industry" would produce an atmosphere of anxiety, uncertainty and insecurity within the industry which is certain to discourage investment by both foreign owned and British companies, the Association of the British Pharmaceutical Industry claims.

A statement, issued by ABPI in the wake of publication of the report (*C&D*, last week, p616), adds that the proposals "are completely at variance with the Labour Government's own recently announced industrial strategy designed to add to our industrial resources by stimulating investment and building up confidence"; the report, it charges "will have exactly the reverse effect".

The statement continues: "Many vigorous, well-known and enterprising pharmaceutical companies who have made massive investments in this country are foreign-owned. No Government or political party can compel them to invest in this country. They will look elsewhere to more 'hospitable' countries in which to expand factories and research establishments and to introduce their major new products. The NHS will then become increasingly dependent on imports rather than locally manufactured medicines. Exports will decline, unemployment will increase, and patients will be deprived of new and more effective medicines, except at increasing cost to the taxpayer. There is already evidence that pharmaceutical companies are beginning to look elsewhere to invest and to launch their new products—the Republic of Ireland and Europe are two examples.

'Totally lacking in reality'

"These proposals, produced at a moment when the nation is facing perhaps the gravest economic crisis in its history, strike one as totally lacking in reality. It is difficult to imagine a worse time to undermine confidence in an industry whose growth in productivity is three times the national average, which last year increased its contribution to the nation's exports by 25 per cent, to nearly £400m, and provided one third of the trade surplus of the entire chemical industry. It is surely imperative that wiser counsels should prevail, and that the efforts in support of our economy by a successful industry should be reinforced rather than discouraged by the threat of nationalisation."

The report itself was launched at a Press conference last week attended by Mrs Barbara Castle MP and Dr David Owen, Minister of State for Health. The 62-page report is divided into ten chapters, covering such items as competition, profit, sales promotion, information to doctors, patients, and research and development. The final

chapter, "conclusions", is as follows:

"The analysis made in this report has shown that taken as a whole, the pharmaceutical industry, despite many improvements over the last decade, still does not operate wholly in the public interest. While it has a good export record, in the home market there has been no check on the grossly excessive expenditure on sales promotion and there has been continued provision for misleading information to doctors, which distorts the practice of medicine and encourages excessive prescribing. Though the general level of profitability has been falling, during the last decade, particularly over the last few years, some companies both British and foreign still made excessive and unjustified profits.

'Higher NHS bill'

"From our examination of the industry, we believe that it would be impractical to nationalise the whole of the pharmaceutical industry. The NHS must continue to be able to use the best drugs available throughout the world, and as a major exporting manufacturing nation we have to observe international patent agreements. We believe therefore that to nationalise all the subsidiaries of foreign owned companies in the UK would merely ensure a higher drug bill for the NHS. We have identified the need for the public sector to acquire at least one substantial British research-based pharmaceutical company to serve a number of diverse public policy purposes set out in the last chapter [see later]. We believe it is essential that this public sector holding operates commercially and is not placed at a commercial disadvantage in competition with other companies, particularly companies in foreign ownership.

"The specific abuses which we have identified must be dealt with by stricter regulations and control, with specific solutions applying to all companies operating in Britain irrespective of their national ownership. Expenditure on sales promotion must be cut while allowing companies which have developed new valuable drugs to ensure rapid acceptance by doctors. Misleading, inaccurate and unprofessional advertising of drugs must be stopped. Advertising should provide factual unprejudiced information. The advertising of products which are proved to be ineffective should be stopped. Profits should be tightly controlled.

"Effective and comprehensive operation and enforcement of the Medicines Act offers a potential for greater control. It is inadequately enforced at present. Inevitably it will be some years before all old drugs can be examined and classified by the new committee now being established

under the Act. The Labour Government was right to give this work a high priority but it is an extraordinary comment on the effectiveness of governmental action that this very necessary review has been so long delayed.

"The regulation of prices and profits can and should be further strengthened. Since the Sainsbury Committee's report the Voluntary Price Regulation Scheme has been sharpened into a much tougher system of control. It is partly due to this that profits in the industry have fallen steadily. There is already a wide range of statutory powers which can be used to control profits in the industry. The one company, Roche, which supplies about 2 per cent of NHS drug sales, and which refused to co-operate with the Voluntary Price Regulation Scheme was severely criticised by the Monopolies Commission and after protracted litigation negotiated a substantial settlement with the Government. What is needed is to build a statutory framework round the present profit regulation system, to build on the present system of annual financial returns, to provide effective planning agreements covering the whole pharmaceutical industry. In particular more extensive investigation, checks and evaluations are needed on the information provided to Government to ensure its accuracy. Nowhere is this more important than on transfer prices. Independent assessments are needed to examine the reasonableness of prices paid by foreign owned companies for purchases from abroad."

The discussion document's specific recommendations are as follows:

Promotion

1. There should be a substantial and continuing reduction in expenditure on sales promotion.
2. The review of products should be speeded up and advertising of products restricted as they are reviewed. Products which have been replaced by drugs of greater effectiveness should not be advertised at all.
3. When a product is approved for marketing, the information to be given in advertisements should be settled and all advertisements should contain all of this information.
4. There is a need for a public agency to play a large independent role in the dissemination of information to doctors and hospitals.
5. There should be a statutory regulating system to control the content and presentation of advertising matters.
6. The issue of gifts and samples should be stopped, if necessary by legislation.
7. Hospitality should be curtailed and only be provided by the industry for medical

meetings when the merits of drugs are discussed as part of continuing education.

Information for doctors

8. *Prescriber's Journal* should be improved and issued more frequently.
9. Doctors should be made aware of the relative costs of similar products.
10. Greater emphasis should be given to improving pharmacology and therapeutics education at all levels.

Patents

11. While accepting the need for international agreement on patent law, we believe as a general principle that patent life should be reduced instead of extended.
12. Section 41 of the Patent Act should be retained and its operation reviewed.

Profits and prices

13. The present VPRS system should become the basis of a flexible regulation with statutory backing, to bring the pharmaceutical industry under statutory price controls covering other industries.
14. The present annual financial returns (AFR) system, which is part of VPRS, should be extended into a planning agreements system to cover industrial matters, such as investment intentions.
15. Planning agreement should also cover the amount of research and development undertaken in the UK.
16. The present AFR system should be strengthened by greater use of investigations to confirm the accuracy of the information, particularly transfer prices.
17. An investigation should be undertaken of the possibility of supplementing the system of profit regulation by the examination of the reasonableness of prices of a number of drugs.
18. The industry should be encouraged to improve on its already good export record. NHS prices should identify the discount reflected in bulk purchasing in order that the industry can charge a reasonable price for drugs sold to private consumers.

Public accountability

19. The NEB should acquire, as a matter of urgency, at least one UK owned company with a substantial interest in pharmaceuticals, and use this as a base for the expansion of the public sector.
20. The Government should consider what measures might be undertaken to stimulate basic research and development in the long term interests of the NHS and the export effort of the British owned industry and also ways of providing closer links over long term chemotherapy research between the industry, the NHS, the universities, the MRC and NEDC.
21. The Government should consider whether the present structure, size and grouping of the British owned pharmaceutical industry ensures the full benefits of research and manufacture are attained both for the NHS and for contributing to the export effort; and also consider what measures could be taken to promote any changes that appear necessary.

Among the diverse "public working purposes" for which the NEB holding, it is argued, should be acquired, are as follows:

- ☐ The need to ensure not only that the public is well served by a responsive and responsible pharmaceutical industry, "but also is seen to be so served".

☐ To obtain access to detailed information on production and other costs over a limited product range and to obtain information about the costs of foreign companies: "No government has the right to require foreign firms to supply information about their costs abroad or the means of verifying any information that is supplied on a voluntary basis. . . The EEC should be pressed into taking combined action to control the profits and prices of pharmaceutical companies within the community and to bargain for the community as a whole with companies outside. There is a need for concerted action not only by the EEC but by the World Health Organisation acting on behalf of members.

☐ The fact that the industry is profitable and is suitable for locating its activities in assisted areas makes it a candidate for the NEB and planning agreements. Industrial democracy is also more likely to develop in the industry as a whole if a rapidly growing publicly-owned sector is pioneering changes.

☐ The existence of a public sector company or companies would introduce a more effective element of competition into the industry: "Although such a company should not need to make frequent use of Section 41 [of the Patents Act] the existing *in terrorem* effect will be there against any firm which is making abnormally high profits for a particular drug. Such a company, research based, and of high reputation, would not be reluctant to invoke Section 41, when appropriate, against either UK or foreign firms".

☐ The Government could also contract with a company within the public sector for basic long-term research in areas of major social importance, which had no immediate prospect of achieving commercial success, eg drugs for serious illnesses which have few sufferers, and tropical diseases. Bodies such as the Medical Research Council, universities, and hospitals, would find it easier to establish firm structural links with such a company than with private industry. Such a company should also be the preferred channel for the commercial development of products from government financed research.

☐ The Government's influence in regulating and controlling the industry would be greatly strengthened if there were a public sector responsive to the Government's policies. "Instead of fulfilling the minimum standards laid down a company or companies in the public sector would be actually operating in a manner which could demonstrate that much of the industry's promotional activity was unnecessary and possibly unprofitable. Such a company would not be expected to operate non-commercially, but it would pioneer a much needed improvement in the methods of giving objective information to the medical profession."

On sales promotion, the working party did consider the view that all advertising should be banned, to protect doctors from the pressures of producers trying to sell their goods, and ensure that they only receive information which is as objective and accurate as possible, such as by articles in independent professional journals. "But at present not all doctors are studious readers of professional journals, by no means all regularly attend

professional meetings and the present programmes for continuing education give little attention to therapeutics and pharmacology". Until an alternative, effective way of disseminating important information to all doctors on useful new drugs exists, the working party accepted that there was a need for the advertising of drugs of choice, "provided the information is accurate, up-to-date, balanced, sufficient for its purpose and presented in an educative rather than a promotional format".

While written advertising material can be regulated, it would be much more difficult to control the activities of representatives. "It would be desirable to limit the activities of representatives not only by restricting the amount of money available, but also by controlling the number of visits a representative from a particular company can make to any one doctor or group of doctors".

Use of BNF

Discussing information to doctors, the report argues that the doctor should be made more cost-conscious, and it suggests that the British National Formulary could be used for that purpose. "The BNF is used in the education of doctors and we believe that a cost comparison element should be introduced . . . Regional medical officers might then try to influence doctors to use the BNF instead of *MIMS*."

Asked by *C&D* how that objective could be achieved as the BNF is independently produced by the Pharmaceutical Society and the British Medical Association, Dr Owen said the Department of Health were having discussions with the Society, the BMA and the Medicines Commission, whose chairman, Professor Butterfield, was very interested in how to get more information to doctors. He added there was no intention of taking over the BNF.

Summing up the "information to doctors" chapter, the report gives a number of points, including the following, which, taken in combination, "would toughen very considerably existing public control" over the industry:

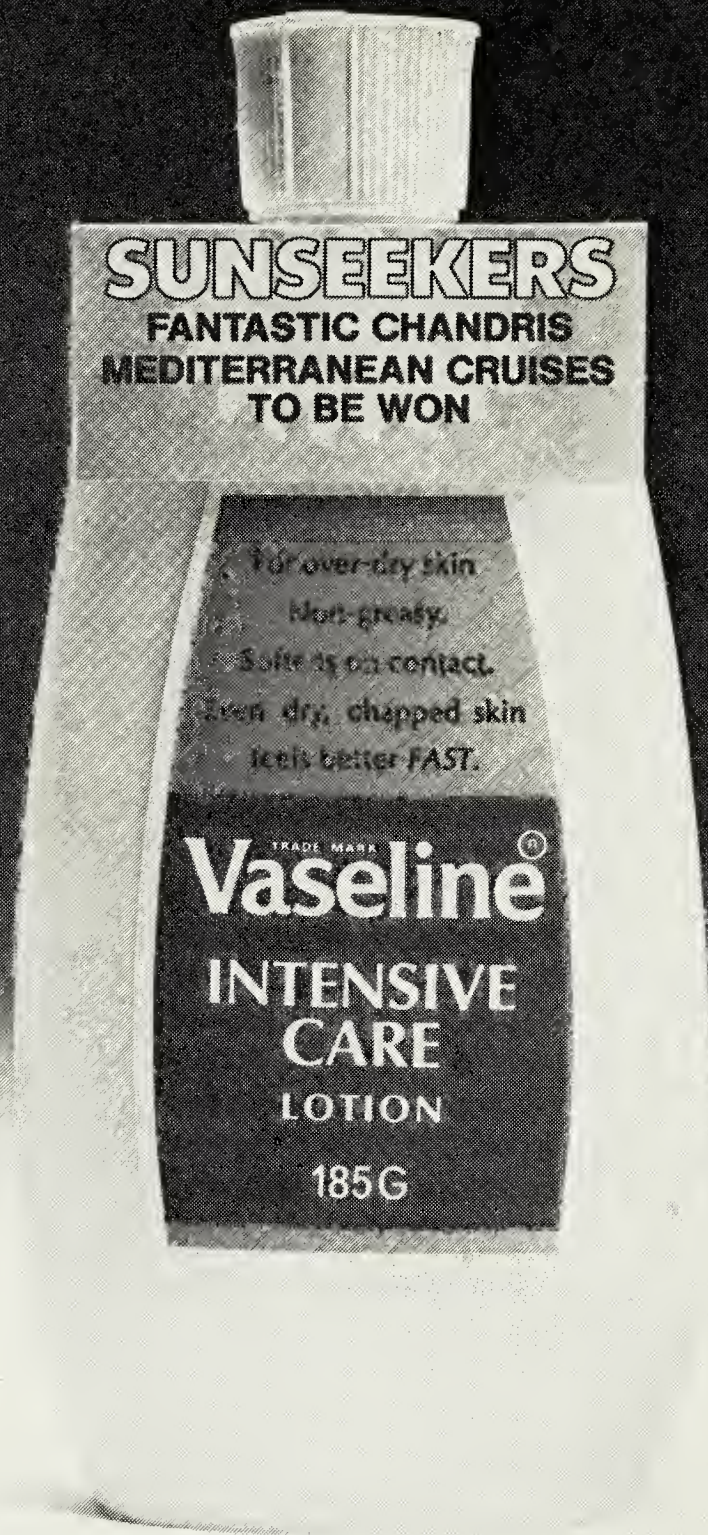
☐ Only a realistic level of promotion costs should be accepted and the existing VPRS should be given statutory backing to enforce this.

☐ Regulations would be made to control and limit advertising and promotional content, and it would be mandatory to display individual costs and some grading of therapeutic efficacy for groups of drugs that have been independently assessed.

☐ *Prescriber's Journal*—which is published by the Department—should be revised and issued more frequently in order to make it the major source of information for doctors prescribing. "To achieve this objective the participation of doctors and pharmacists should be sought in re-planning it to meet maximum effectiveness and favourable comparison with any of the commercial material now issued by companies.

☐ Advertisements should be inserted in journals, as well as sent to doctors, showing the relative costs of similar products.

Generic prescribing is also discussed. However, as the generic market is currently less than 5 per cent of the NHS market, by value and about 17 per cent by number of prescriptions, it is suggested that



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* SOURCE: T.C.P.I. JAN/FEB 1976

Company News

Reckitt & Colman's UK sales £13m in 1975

UK sales of pharmaceuticals by Reckitt & Colman Ltd amounted to some £13.5m in 1975, a rise of over £3m compared to the 1974 figure of £10.40m. According to the company's annual report, published last week, household and toiletry sales in the UK also rose—to £27.49m.

The report states that the pharmaceutical division made progress in a number of areas, particularly with the anti-epileptic drug Epilin. The division's research and investment programmes "have been maintained" and some £7m is being committed for new production facilities in Hull.

As previously reported (C&D, April 10, p543), total sales of the division rose from £27.28m to £33.75m and contributed 9 per cent of the company's total £369.26m sales; operating profit was £5.19m—almost 15 per cent of the total. The report also gives pharmaceutical sales in different parts of the world, and the figures are as follows: Europe (excluding UK) £3.24m (£3.44m in 1974); Australasia and Asia £9.55m (£7.20m); Africa £6.10m (£5.02m); and Latin America £0.86m (£0.84m).

The company's annual meeting will be held in the Connaught Rooms, Great Queen Street, London WC2 at 11 am on May 28, when three directors—Mr B. T. M. Jones, Sir Dan H. Mason, and Mr. O. C. Rowntree are to retire.

'Spread Unichem message'

Unichem members are being asked to "spread the Unichem message" to friends in retail not yet committed to the society's ideal. In the annual report for 1975, Mr Michael Frith, chairman, says that it is now more important than ever that the ideals be understood and supported by all independent pharmacists. With support the society could forge ahead and assist in the survival of independent pharmacy. Mr Frith reminds members that their strength lies in numbers.

Fison's expansion plans

"Substantial" capital expenditure has been sanctioned by Fisons Ltd for a multipurpose plant at Holmes Chapel to produce new chemical entities, according to the group's annual report published last week.

As well as the Holmes Chapel plan, the report of the company's pharmaceuticals division notes that the group's acquisition of a 435 acre site at Muskegon, Michigan, USA, gave it access to a considerable expansion area for the manufacture of new drugs and for formulation and packaging for US requirements. The division was also strengthened in Europe by the acquisition of an 85 per cent stake in Laboratoires Gerda in France.

As previously reported (C&D, March

14, p395) the division contributed £7.15m to the group's £16.68m pre-tax profit for the year to December 1975 after spending some £3.46m on research and development, turnover totalling £41.57m. The company's annual meeting will be held at the Dorchester, Park Lane, London W1, at noon on May 25.

Merger plan for BATs

British American Tobacco Co Ltd is to merge with Tobacco Securities Trust Co Ltd providing a scheme, the details of which were published last week, is approved by shareholders.

A joint statement from the companies explains that the scheme has been structured as a merger by reverse take-over of BAT by TST so as to provide a holding company—BAT Industries Ltd—for the BAT group, and this will facilitate the development of the divisional organisation begun by BAT in 1973. TST is an investment holding company which has recently lost approved investment trust status and its assets include a substantial portfolio of tobacco investments representing minority interests in subsidiaries and associated companies of BAT.

Largest ever export order took year to produce

Cyanamid of Great Britain Ltd, have now dispatched the final batch of its largest ever export order for surgical sutures, after over a year of production, by their Davis and Geck division at Gosport.

The last 92,000 dozen sutures, worth several hundred thousand pounds, was sent off from the factory, destined for the German market, after a two-phase production that began in May last year.

Briefly

Mr W. A. Ritchie, MPS, has purchased the pharmacy of Dr K. R. Capper, FPS, and Mrs J. Capper, MPS, at 149 Alder Road, Parkstone, Poole, Dorset. Dr and Mrs J. Capper have recently retired.

Sales by **Smith & Nephew Associated Companies Ltd** in the first quarter of this year were at £31.7m, some 15 per cent above the level of the same quarter last year. Pre-tax profit rose 3.3 per cent to £2.956m.

Profit after taxation for **Bayer World** amounted to DM336m in 1975—a drop of 46 per cent over the previous year. Profits of **Bayer AG** were down by 24 per cent to DM297m, but the first quarter of 1976 is said to have produced a strong increase in turnover compared with 1975. In order to finance investments by Bayer AG, and to improve the capital structure of associated companies, the management and supervisory board have proposed increasing the capital by DM220m.

Cairngrange Ltd: Miss L. G. Berry and Mr A. G. Stubbs have been elected to the board. Mr Stubbs will continue with responsibility for sales operations and Miss Berry will assume responsibility for advertising and sales promotion activities from June 1.

BOC International Ltd are to invest £575,000 in modernising and expanding production facilities of its medical subsidiary, Medishield (Harlow) Ltd. The com-



Mr Ken Hill (left), Sangers Ltd regional sales manager south west, received the Wilkinson Sword for selling the most Wilkinson Sword blades during a recent promotion. Mr S. M. Walsh, sales manager, is on the right

pany, which employs 700 people at Elizabeth Way, Harlow, Essex, is the largest manufacturing unit of the international Medishield group of companies. The investment programme includes the introduction of numerically controlled machine tools, the installation of new plastic injection moulding and metal placing equipment and the acquisition of additional factory space in the Harlow area.

Appointments

H. Bronnley & Co Ltd: Mr W. R. McLeod has been appointed a director.

Merck Sharp & Dohme Ltd: Mr Michael Lees and Shirley Lefevre have been appointed product managers, the former was previously with Boots and the latter with Beecham. Mr Ian Hatfield has been appointed financial planning and analysis manager.

Sperry Remington Consumer Products: Mr Neil Lansom has been appointed sales representative for the Lancashire region, responsible for the Remington range of electrical shavers and hair care products. Mr Lansom has been in the hair care and cosmetics market with Wella, and later Schwarzkopf.

ABPI attacks

Concluded from p685

the NHS drug bill would be only slightly lower if more doctors at present prescribed in that way. "At the moment there often is no acceptable substitute for a patented product. Thus efforts to encourage more generic prescribing now, while very worthwhile, cannot be expected to make more than a small cut in the drug bill."

However the position in the future could be different. If the annual number of new drugs introduced continued to decline, as it had in recent years, "then the number of effective drugs no longer covered by patent could increase enormously in the next few years. This could be combined with initiatives to encourage GP's prescribing to prescribe them. Thus the percentage of generic drugs prescribed could rise, especially if action were also taken to provide shorter generic names for drugs, after patients expire, so that doctors can remember them more easily".

Market News

Chloroform up

London, May 5: Close on the heels of the ether price rise announced in last week's report have come higher schedules for chloroform. The basic rate for the BP quality in large drums is now £350 metric ton against £337.50 previously; in small quantities the two-litre bottle is £1.95 against £1.61. Further pharmaceutical chemical price rises are expected.

In the crude drugs section there was no main trading feature. However, it was noticeable that there is a low stock position in many items on the spot. As it becomes necessary to replace these the higher rates at origin, brought about by the recent depreciation of sterling, will have to be paid. Dearer on the week were cloves, lycopodium, cherry bark, tonquin beans and witchhazel leaves. Very high rates were quoted for Cochin ginger without any business being reported. Canada balsam continued to ease.

Among essential oils petitgrain offers were resumed after an absence of several weeks. *Arvensis* peppermint and Chinese peppermint were dearer.

Pharmaceutical chemicals

Ammonium bicarbonate: BPC £127.05 metric ton, ex-works.
Ammonium acetate: BPC 1949 crystals £0.45 kg in 50-kg lots; strong solution BP 1953 £0.1841 kg in 200-kg lots.
Ammonium chloride: Pure in 50-kg lots £0.2131 kg for powder.
Calcium carbonate: BP light £120 metric ton.
Calcium gluconate: £957 per metric ton.
Calcium lactate: 250-kg lots £412 metric ton.
Calcium sodium lactate: £0.90½ kg in 50-kg lots.
Chloroform: BP in drums per metric ton from £371 in 35-kg drums down to £350 in 280-kg drums.
Ferrous fumarate: £1.25 kg for 50-kg lots.
Ferrous gluconate: £1,395 metric ton delivered.
Ferrous phosphate: In kegs £553.80 metric ton.
Iron ammonium sulphate: 250-kg lots £0.27½ kg.
Iron and ammonium citrate: Granular £903; scales £990 metric ton.
Zinc chloride: Granular 96.98 per cent £385 metric ton, delivered.

Crude drugs

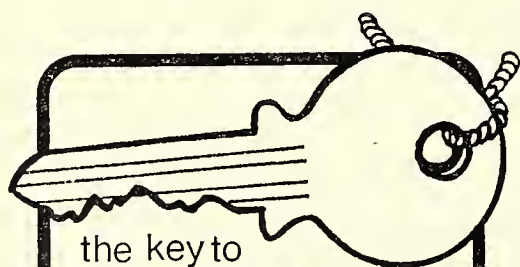
Agar: Spanish-Portuguese £4.50 kg spot.
Aloes: Cape £0.99 kg spot; £0.97, cif. Curacao £1.40 spot nominal; no shipment offers.
Balsams: (kg) Canada £13.00 spot; £12.80, cif for shipment. **Copaiba:** BPC £1.55 spot; £1.50, cif. **Peru:** £4.00 spot; £3.75, cif. **Tolu:** £3.15 spot.
Buchu: Rounds £2.40 kg spot; £2.20, cif.
Cherry bark: Spot £660 metric ton; £650, cif.
Cloves: Madagascar £3.100 per ton, cif.
Ginger: (ton, cif) Cochin £830; Jamaican spot £950. Nigerian split £410, peeled £520. Sierra Leone £650.
Hydrastis: (kg) £8.30 spot; £8.10, cif.
Lycopodium: Russian £5.00 kg, cif. Indian £4.60 spot.
Mace: Grenada unsorted £2,000 ton, fob.
Menthol: (kg) Brazilian £8.60 spot; £8.45, cif. Chinese duty paid £9.80; shipment £9.60, cif.
Nutmeg: (per ton, fob) West Indian 80's £1,320, unassorted £1,150; defective £1,000.
Nux Vomica: £210 metric ton spot.
Pepper: (ton) Sarawak black £950 spot; £865, cif, white £1,130; shipment £1,075, cif.
Seeds: (metric ton, cif) Anise: China star forward £450. Caraway: Dutch £365. Celery: Indian £385. Coriander: Moroccan £240. Cumin: Indian £660; Turkish £500. Dill: Indian £190. Fennel: Indian £440; Egyptian £235. Fenugreek: £120.
Senna: (kg) Alexandria pods, hp, £1.87, manufacturing, £1.03. Tinnevely leaves faq No 3, £0.25, faq pods £0.25; hp £0.38.

Squill: Italian spot nominal, £850 metric ton, cif; new crop. Indian £170, cif.
Styrax: £2.85 kg spot; shipment £2.80, cif.
Valerian: Indian root £630 metric ton spot; shipment £810, cif.
Tonquin beans: Spot £1.02 kg; shipment £0.99, cif (Angostura type).
Turmeric: Madras finger £240 tcn, cif.
Witchhazel leaves: Spot £2.65 kg; £2.55, cif.

Essential and expressed oils

Almond: Sweet in drum-lots £1.20 kg.
Anise: (kg) £16.50 spot; £15.75, cif.
Bois de rose: (kg) £4.60 spot.
Buchu: English distilled £255 kg; South African £155.
Camphor white: £0.90 kg spot; £0.75, cif.
Caraway: Imported £16.00 kg; English £28.00.
Cardamom: English distilled £120 kg.
Cassia: Chinese spot and shipment not quoted.
Cedarwood: Chinese £1.00 kg spot; £1.02, cif.
Celery: English £28.00 kg.
Cinnamon: Ceylon leaf spot £3.75 kg; forward £3.00, cif.
Citronella: Ceylon £1.17 kg spot; £1.07, cif. Java £1.42, cif. Chinese £1.42, cif.
Clove: (per kg) Madagascar leaf spot £2.20; forward £2.05, cif. English distilled bud £24.00.
Coriander: Imported Russian £19.50 kg spot. English distilled £29.60.
Dill: £15.00 in drum-lots.
Eucalyptus: Chinese 80-85 per cent spot, no offers; shipment £1.60 kg, cif. Spanish/Portuguese £1.80 spot.
Olive: Spot ex-wharf, Spanish £1,120 per metric ton in 200-kg drums; Mediterranean origin £1,150; Tunisian £1,170. Subject to EEC levy alterations.
Paichouli: £6.50 kg spot and cif.
Pennyroyal: £9.00 kg to arrive.
Pepper: English distilled ex-black £67.50 kg.
Peppermint: (kg) Arvensis—Brazilian £3.80 spot; £3.50, cif. Chinese £3.60 spot and cif. American piperata £16.00 (Far West origin).
Petitgrain: £5.20 kg spot and cif.
Rosemary: £4.50 kg spot.
Sage: Spanish £10.00 kg to arrive.
Sandalwood: Mysore £50.00 spot; no forward price.
Sassafras: Chinese £1.90 kg spot; £2.00, cif. Brazilian £1.70; £1.70, cif.
Spearmint: American Far West £8.50 kg. Chinese £8.00, cif, May-June shipment.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.



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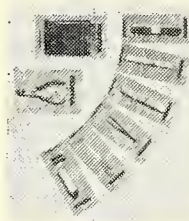
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Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

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Circulation ABC January/December 1975: 14,722

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A WELL-ESTABLISHED expanding Company in the Lancashire area requires experienced agents calling on Chemists and Stores in other parts of the United Kingdom to sell their range of branded and generic pharmaceutical products and toilet lines. Box No. 2405.

Please address Box No.
replies to: Box No. ...
Chemist & Druggist
25 New Street Square
London EC4A 3JA

Wanted

URGENTLY REQUIRED, all items connected with old-fashioned Pharmacies—runs of drug drawers, shop rounds, jars, etc. Complete interiors of pharmacies bought. Telephone Ashted (Surrey) 72319 or Ashted 76626, or write Robin Wheeler, 7 Gladstone Road, Ashted, Surrey.

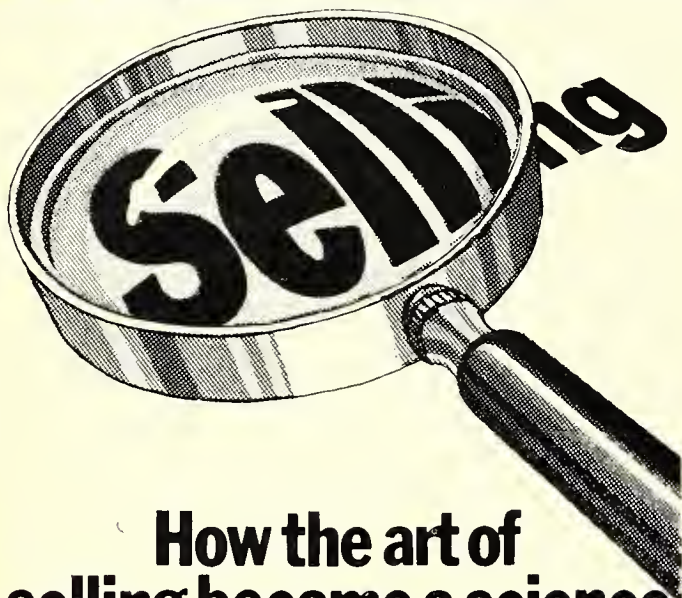
WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods, packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co. Ltd., 6/7 Wellington Close, Ledbury Road, London W11. Tel: Park 3137-8

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Post this coupon for vacancies in York, Birmingham, Hereford, Yeovil, Glasgow, Edinburgh and N.W. London.

To: Phil Pacitti Personnel Manager (Sales),
Beecham Products, Beecham House, Brentford, Middx.
Full details please, about selling for Beecham in the

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ADDRESS _____

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B BEECHAM PRODUCTS CD 1

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1. the job is for the purpose of a private household, or
2. it is in a business employing fewer than six persons, or
3. it is otherwise excepted from the requirements of the Sex Discrimination Act.

A statement must be made at the time the advertisement is placed saying which of the exceptions in the Act is considered to apply.

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(Ref: APH.1) — with particular interest in Ward Pharmacy, to assist with the introduction of such a service at Croydon General Hospital.

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(Ref: APH.2) — for full-time duties based at Croydon General Hospital, but also required to undertake work in other hospitals throughout the Area.

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Further details in respect of both posts can be obtained from Mr. A. Sinclair, Principal Pharmacist, Croydon General Hospital (tel: 01-688 7755 ext. 231).

Applications giving age, qualifications, present post and full details of previous experience, together with the names and addresses of two referees should be sent to:

Area Personnel Officer,
Croydon General Hospital,
London Road,
Croydon CR9 2RH,

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*Source: IMS (Jan-Dec '75)



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How? By dominating double page spreads in these key magazines with four advertisements each featuring a different Arrid deodorant. Together they show the extent of individual benefits uniquely offered by the Arrid range.

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Arrid has been repackaged for extra shelf-appearance and range impact. And our price will be extra competitive too—the 42cc roll-on is the same price as most competitors' 28cc.

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Throughout 1976, Arrid will be supported with extra in-store promotions and media activity. With Arrid there's something extra for everyone.

Order the Arrid range from your local wholesaler.

Carter Wallace Ltd., Folkestone, Kent. Tel: 0303-57661.

